

# DALLAS



Are You Proud of  
**DALLAS**

?

*See Pages 16 and 17*



**Attend the Automobile  
Show February 12-18**

Automobile and Manufacturers'  
Exhibit Building  
Fair Park

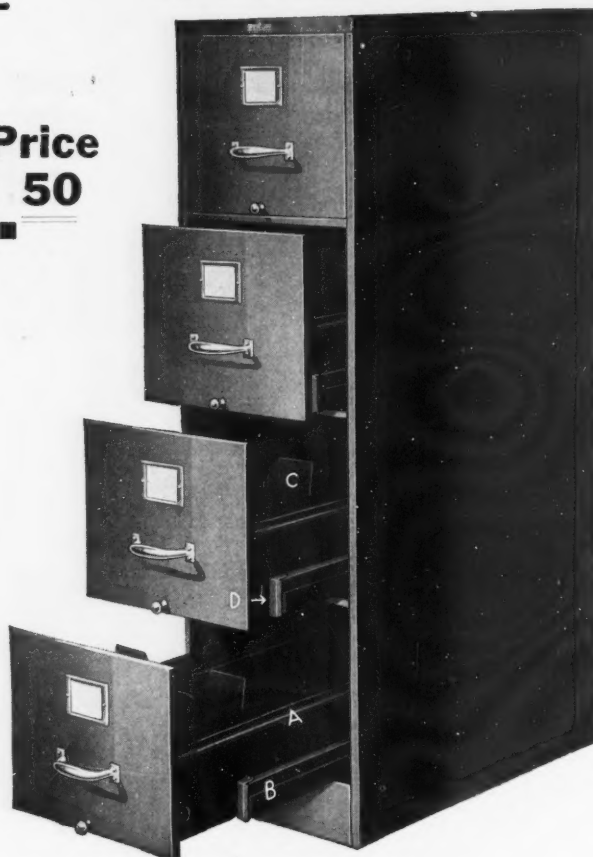
**BERLOY**

# GUARANTEED

LETTER FILE NO. 694

**BERLOY**

**Special Price**  
**\$32.<sup>50</sup>**



- A—CHANNEL REINFORCEMENT
- B—DRAWER SUSPENSION
- C—COMPRESSOR
- D—HINGED DRAWER RELEASE

GUARANTEED to give entire satisfaction—is built to stand hard every day use, and it is nationally advertised product, backed by a \$75,000,00 institution with 40 years experience. If after 30 days use you do not think it equivalent to any other \$65.00 four drawer letter file on the market, or dissatisfied in any way, your money will be refunded.

Finished in a neutral olive green, enamel baked on, with solid brass label holders, handles and rod knobs, with compressor that locks automatically, having a capacity of 20,000 letters, and made of standard size outside width 14 7-8 in., inside width 12 3-6 in., depth 23 in., height 61 2-10 in. We carry a very large stock of No. 694 BERLOY letter files, as illustrated above, and we have a complete line of filing equipment of all description and for all purposes, finished in olive green, grained mahogany or quartered oak. On the last two colors there is an extra charge.

TRANSFER FILES. We manufacture and stock "BERLOY" all steel transfer files, which are recognized and guaranteed to be the best made in the United States. You should order your transfer files now.

**BERLOY**

**The Berger Mfg. Co.**

CORINTH AND PEARL STS.

PHONE Y-6618

DALLAS, TEXAS

**BERLOY**

## Home-Owning Exposition Dates are Set

**A**PRIL 6-14 is the week set apart for the "Own Your Own Home Exposition" to be held at Gardner Park Auditorium under the auspices of the Dallas Real Estate Board. W. D. Jones, of the committee in charge, has said that approximately \$15,000 worth of prizes will be given away, including a six or seven room residence built especially for the purpose. It is expected this will be one of the greatest expositions of its kind ever seen in the Southwest, and fully 75,000 people, from various sections, are expected to visit it. The plan has been fully endorsed by the directors of the Chamber of Commerce.

The Real Estate Board voted at a meeting last month to incorporate for the purpose of building and selling houses to defray the expenses of a large Dallas delegation to the national convention of Real Estate Boards at Cleveland next June.

## Business Service Company Changes Name

The Business Service Company has been completely reorganized and its name changed to National Business Systems & Audit Co., with offices at 508 Insurance Building. The purpose of the organization is to assist individuals and business concerns in obtaining every day, or so often as necessary, more accurate information regarding the operations of their business.

W. D. BRUNKEN

Certified Public Accountant

E. V. BECKER

Income Tax Consultant



**Brunken & Becker**

1309 Southwestern Life Bldg.

Dallas, Texas

## Confidential Real Estate Transactions

We buy property for individuals or corporations. All of our transactions are considered confidential, and no publicity given when our clients so request.

"30 YEARS IN DALLAS"

**J. W. LINDSLEY & COMPANY**

REALTORS

1309 Main Street

Phone: X 4366

## Advertisers Directory

### ACCOUNTANTS

Crockett, Couchman & Crawford.....	20
Brundage & Lynch .....	29
Brunken & Becker .....	3
C. T. Lynn & Co. ....	23
National Business Systems & Audit Co.....	18
A. S. Walker .....	29

### ADDRESSING AND MAILING

Commercial Printing & Letter Service Co.....	27
Dallas Mailing Co. ....	15-23-27-29
Gordon, L. O. ....	21

### ADVERTISING

Mid-Continent Advertising Agency .....	26
Jas. P. Simpson Co. ....	26

### ARCHITECTS

Lang & Wittell .....	23
Putnam & Davis .....	23
Whitson & Dale .....	30

### ATTORNEYS

Burgess, Burgess, Sadler, Chrestman & Brundidge .....	22
--	----

### AUTOMOBILES AND TRUCKS

Autocar Company .....	4
Burton-Cabeen Co. ....	31
Pickens Burton .....	30

### BOOK BINDING

Henry Nuss .....	30
------------------	----

### BANKS AND TRUST COMPANIES

American Exchange Nat'l Bank.....	Back Cover
Central State Bank .....	Back Cover
City National Bank .....	Back Cover
Dallas National Bank .....	Back Cover
Dallas Trust & Savings Bank.....	Back Cover
National Bank of Commerce.....	Back Cover
Southwest National Bank .....	Back Cover
The Republic National Bank.....	22

### CEDAR CHESTS

Aromatic Red Cedar Chest Mfg. Co.....	26
---------------------------------------	----

### CONTRACTORS

McCrigh Crane Co. ....	28
------------------------	----

### DETECTIVE AGENCIES

Smith Detective Agency .....	22
------------------------------	----

### ELECTRICAL CONTRACTORS

Manett, Seastrunk & Buckner .....	23
-----------------------------------	----

### EMPLOYMENT AGENCIES

Employers Service Co. ....	27
----------------------------	----

### GAS

Dallas Gas Co. ....	29
---------------------	----

### INSURANCE

Cochran & Houseman .....	23
Hanway & Williams .....	23
International Travelers Assn. ....	20
Kirkpatrick-Thompson Co. ....	14
Scruggs-Price Co. ....	28
Texas Employers Ins. Assn. ....	28

### LUMBER

Clem Lumber Co. ....	30
M. M. Mayfield .....	31

### MACHINE SHOP

American Mch. & Novelty Co. ....	26
----------------------------------	----

### NEWSPAPERS

Dallas Dispatch .....	13
-----------------------	----

### OFFICE FURNITURE

Askew Office Furniture Co. ....	23
Miller, Vance K. ....	23
Simpson-Whiteman Co. ....	13
Stewart Office Supply Co. ....	15

### OFFICE SUPPLIES AND SPECIALTIES

McDaniel, K. H. ....	13
Business Systems Club .....	Inside Back Cover
E. C. Kusterer .....	13

### OPTICIANS

Heitman Optical Co. ....	29
--------------------------	----

### PAINTS

American Paint & Supply Co.....	25
---------------------------------	----

### PHOTO ENGRAVERS

Harper Engraving Co. ....	30
---------------------------	----

### PHOTOGRAPHS—COMMERCIAL

Raymond Studios .....	23
-----------------------	----

### POWER AND LIGHT

Dallas Power & Light Co. ....	22
-------------------------------	----

### PRINTING AND ADVERTISING SERVICE

Commercial Printing & Letter Service Co.....	27
Dallas Mailing Co. ....	15-23-27-29
Johnston Printing & Advertising Co.....	25

### RADIO

Automotive Electric Co. ....	20
------------------------------	----

### REAL ESTATE

Ballard Burgher Co. ....	20
Connally & Thomas .....	19
Lindsley, J. W. & Co. ....	3
Rucker & Jones .....	19
Roy A. Nelson Co. ....	15

### SHEET METAL PRODUCTS

Berger Mfg. Co. ....	2
----------------------	---

### SCHOOLS

S. M. U. School of Commerce.....	27
----------------------------------	----

### SIGNS

Lewis System .....	18
Flexlume Signs .....	23

### STEEL

Austin Brothers .....	30
-----------------------	----

### STORAGE, DISTRIBUTION AND TRANSFER

Dallas Transfer Co. ....	19
Universal Carloading & Distribution Co.....	20

### TAILORS

S. Koenigsberg, Inc. ....	22
---------------------------	----

### TAXICABS

Bonded Transfer Co. ....	28
Adolphus Auto Rent Co. ....	23
Yellow Cab Co. ....	23

### TELEPHONE

Dallas Telephone Co. ....	24
---------------------------	----

### TITLE GUARANTY COMPANY

Dallas Title & Guaranty Co.....	19
---------------------------------	----

### TOWEL SUPPLY COMPANIES

Cannon Ball Towel Supply Co.....	18
----------------------------------	----

### TYPEWRITERS

Noiseless Typewriter Co. ....	23
Beauvais Typewriter Supply Co. ....	20

# Every 4-cylinder 2 to 3 ton Autocar has all the distinctive Autocar advantages

The engine of all Autocar trucks is placed under the seat

to give short wheelbase handiness

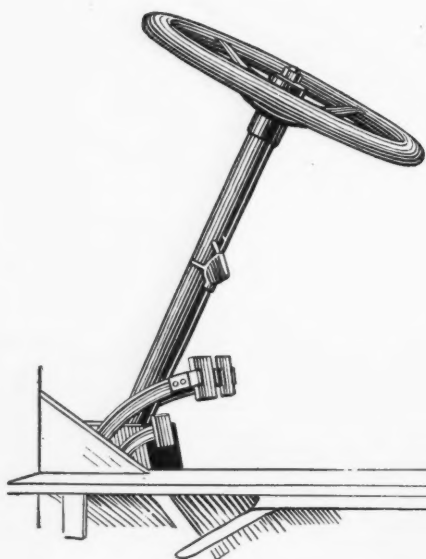
do away with excessive overhang

give greater accessibility

give economy of space in traffic and garage

distribute load evenly over all four wheels

equalize wear on tires and truck



The sturdy

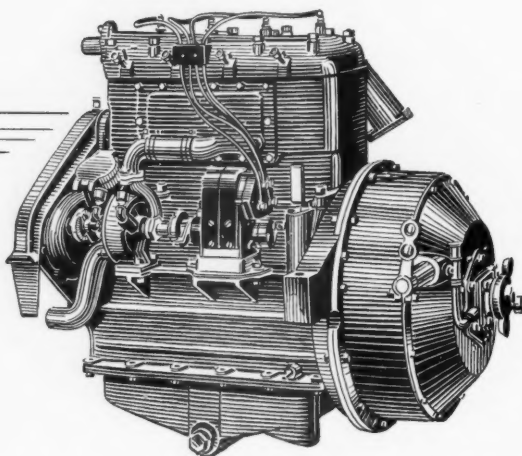
## Autocar

Wherever there's a road

short wheelbase handiness  
mechanical superiority  
economy  
dependability  
direct factory branch service

Capacities, 1 to 6 tons  
Chassis prices, \$1100 to \$4350\*  
f.o.b. Ardmore, Pa.

Assured transportation for every business need



Manufactured since 1897

by

The Autocar Company

Ardmore, Pa.

Branches in 44 cities





# DALLAS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 2

FEBRUARY, 1923

No. 2

## Auto Show to Be Held February 12-18

**T**HERE are now fully 500,000 motor vehicles in operation in Texas, according to an estimate by the State Highway Department. Total registration in the State for 1922 was about 535,000, an increase of nearly 65,000 over 1921, but it is estimated that between 30,000 and 35,000 of the cars were junked during the year, or removed from the State, leaving a net total of about 500,000. In 1919 motor vehicle registration for the State was 338,142.

The estimate shows Dallas County leading the State in motor vehicle registration at the beginning of 1923, with 39,847 cars, an increase of 6,062 over 1921, and meaning that Dallas has practically doubled the number of its cars in the past five years. Harris County was second with 34,653, an increase of 6,070 over 1921; Bexar was third with 24,131, increase of 5,240; Tarrant fourth with 24,131, gain of 3,125. Limestone County, in the oil fields, showed the greatest percentage of increase over 1921, with 6,988 cars as compared with 2,711 a year ago.

There is now a motor vehicle, either automobile or motor truck, to approximately every six persons in Dallas County, but this average, of course, will not hold good for the entire State. The population of Texas is a little below 5,000,000, which would mean a car to about every ten persons, or two families. In California there is a car to every 4.1 inhabitants. A writer in Collier's recently developed statistics showing that at the present rate of increase it will be very few years before there

will be 20,000,000 cars in the Nation instead of 12,250,000, the figures for today. He offers strong proof that the point of saturation is far from reached. In 1906, only 17 years ago, the United States had one automobile for 1,788 of our people, while in 1922 there was an auto for each 8.6 persons.

At the rate the number of automobiles is increasing in Dallas, it is easy to see that one of the big construction developments of the future will be the erection of big, many-storied garages for the care of cars, and it can also be seen that continued most careful study will have to be given to our traffic problems.

**T**HESE statistics have particular significance in stressing the importance of the spring exhibition of the Dallas Automotive Trades Association to be held Feb. 12-18 in the splendid new Automobile and Manufacturers' Exhibit Building at Fair Park. William Morris recently was elected president of the Association and the body also put on a salaried executive secretary, O. M. Crenshaw, who has headquarters at Cox's Inc. With public interest so keen in the automobile, President Morris expects a greater attendance than at any previous exhibition held by the association.

Dallas is the Southwest's leading distributing center for automobiles and related lines. This is the largest single industry in the city, the wholesale business here in this general field having reached as high as \$200,000,000 in a single year. Dallas distributors and dealers in automobiles and related lines, numbering more than 400, occupy a total floor space of about eighty acres. Dallas is a complete market, it being possible to secure here any article relating to the industry that may be purchased in the United States today, no matter how recent the invention.

Coincident with the Automobile Show will be held the first annual Southwest Food and Homes Exposition, to be staged in the same building under the auspices of the Dallas News and Journal. Mrs. Florence Austin Chase, of Los Angeles, well known expert in culinary and domestic arts and dietetics, has been engaged to deliver lectures and give demonstrations.

### *I Am the Automobile*

By R. H. Pomeroy



**I** HAVE become, in scarcely two decades, one of the greatest industries in which men engage. My development and growth have been phenomenal. My popularity and usefulness are the marvel of the age.

I have created the travel habit because of the comfort, economy and speed which my services afford. This tends to overcome the ennui and satiety of being confined to one place with its narrow scenes and influences.

I widen the scope and radius of man's observation and environment, thus stimulating his study and enlarging his sympathy.

I bring the country to the city, and take the city to the country, giving to the dwellers in each a new and broader point of view.

I stimulate ambition in young and old, helping man to develop his latent possibilities and thus increase his activities by enlarging his sphere of action.

I carry the merry-makers in a luxury and an ease not purchasable by kings or potentates before my advent.

I lend comfort and dispatch to those who journey, and by the staunchness of my performance, I inspire confidence in my ability, responsiveness and endurance.

I convey the doctor on his errands of mercy with a speed and a sureness which contribute largely to the relief of distress more quickly than before my inception.

I am the forerunner of good roads with their attendant progress. My influence is making of the country of my origin a vast park, connected by arteries of enduring concrete.

I am proud of my infancy and my youth, and of the commanding position I now enjoy, nurtured and maintained as it were, by men of vision, purpose, courage and tenacity. I am also proud of my ultimate users, and I here pause to give promise that my future will find new usefulness and my refinements new delights; a rosy promise indeed for the contemplation of my thoughtful admirers.

I am fulfilling, in a large way, the destiny so devoutly hoped for by my champions and adherents.

I am a medium of special service, or I may be but pleasure's or recreation's indispensable companion.

I am a realization, in a measure, of the dreams of my creators.

I have created new possibilities and greater potentialities.

I am unique and supreme in my chosen field.

I am the miracle of the century.

I am the Automobile.

—Exchange.

# Dallas Fortifying Position as Financial Center



WITH one new bank added and another increasing its capital stock during the past month, the combined capital stock of Dallas' thirteen banks is now \$9,900,000, or equal to that of banks in some cities much larger than Dallas.

Also stockholders of the City National will vote Feb. 27 on increasing its capital stock from \$1,500,000 to \$3,000,000, bringing the capital of all banks here to \$12,000,000.

Dallas, one of the twelve leading business centers of the Nation, chosen by the government as sites for Federal Reserve Banks, is steadily fortifying its position as the financial center of the Southwest.

Last year Dallas ranked 23d in bank clearings among cities of the Nation, although only 42d in population according to the 1920 Federal census. In 1921 Dallas ranked 21st in bank debits to individual accounts, and while the 1922 rank has not yet been given out, it is believed Dallas held its position.

Dallas' thirteenth bank, which opened Feb. 1 in the Western Indemnity Building, is the Commercial State Bank, capital \$200,000, surplus, \$20,000. Judge George W. Riddle, who organized the old First State Bank which was later consolidated with the Security National (now Southwest National), and is interested in a number of other Texas banks, is president. W. A. Waldrop, formerly connected with the Liberty State Bank, is active vice president and W. F. Miller, formerly cashier of the Irving State Bank, is cashier. Dr. John S. Turner and J. H. Smith also are vice presidents. T. F. Schneider and J. R. McFarland are assistant cashiers. In addition to officers named the board of directors includes: B. F. Brandenburg, Dr. R. H. Daniel, E. G. Cole, E. C. Blesi, L. M. Dyke, W. H. Flippen, H. S. Buescher, E. F. White and E. O. Terry.

Many changes, both in officers and directors of local banks, were announced following annual stockholders' and directors' meetings last month.

## Bank Changes Name

THE name of the Dallas County State Bank was officially changed to the Mercantile Bank & Trust Company and its capital stock was increased to \$500,000. It was decided to establish a trust department and to add seven new directors, who are as follows: Charles A. Tosch, L. O. Daniel, W. D. Trotter, H. P. Willard, Sydney T. Brin, Louis Horner and John W. Carpenter.

A. L. Slaughter, formerly vice president of the State Bank & Trust Company, was elected president of the institution, succeeding Hugh W. Ferguson who had resigned.

George N. Aldredge and Ray C. Nesbitt were elected vice presidents of the

## Elected President of Dallas Clearing House



J. A. Pondrom, president of the City National Bank, was elected president of the Dallas Clearing House Association last month, succeeding Nathan Adams: J. K. Hexter, president of the Central State Bank, was elected vice-president, succeeding Charles O. Austin. Two officers re-elected were George Miller, cashier of the National Bank of Commerce, as secretary, and J. D. Gillespie, vice-president of the Dallas National Bank, as manager.

City National Bank. Mr. Aldredge relinquished the vice presidency of the Dallas Trust & Savings Bank to accept the position, while Mr. Nesbitt had been assistant cashier of the City National. Soula J. Smyth, former assistant cashier, was made cashier, succeeding Stewart D. Beckley, who recently accepted the cashiership of the Mercantile Trust Company of San Francisco. C. J. Oldham was named assistant cashier. R. W. Higginbotham and Mr. Aldredge were added to the board.

## Southwest National Changes

DAN D. ROGERS, who was already active vice president of the Southwest National Bank, was also elected cashier to succeed Sam R. Lawder, who has accepted the vice presidency of the First National Bank at Houston. Gus Ayres, manager of the cotton department, and E. L. Prewitt, manager of the loan discount department, were elected assistant cashiers, and W. B. Head, C. L. Norsworthy, R. M. Williamson, J. W. Royall, and Mr. Rogers were added to the board of directors.

All officers of the Republic National Bank were re-elected and Raynor H. Allen, superintendent of the Dallas plant of the Procter & Gamble Company, was added to the board of directors.

Charles H. Verschoyle, F. O. Stone and Homer L. Johnson were added to the board of the Central State Bank.

Brook Mays was added to the board of the Dallas National Bank.

At the Liberty State Bank, D. T. Ray, cashier, and W. M. Thompson, assistant cashier, were elected directors to succeed W. R. Patterson and Schuyler Marshall, who had resigned.

The Oak Cliff State Bank & Trust Company elected C. L. Thompson, former teller, as assistant cashier, and added W. C. Barnes and Joe H. Smith to the board.

Officers and directors of the American Exchange National, the National Bank of Commerce and the Dallas Trust and Savings Bank were re-elected.

## Land Bank Increases Its Capital Stock

The Dallas Joint Stock Land Bank has increased its capital stock from \$1,000,000 to \$2,000,000. The increase was necessary to care for the growing business of the institution, according to Hugh W. Ferguson, who has been re-elected president. The bank is now making loans at the rate of \$1,500,000 a month and has more than \$10,000,000 in outstanding loans.

## Morris Plan Company Makes Report

The report submitted recently at the annual meeting of the directors' meeting of the Morris Plan Company showed that since its opening in April, 1918, the local Morris Plan Company has loaned \$1,701,048 to 10,798 men and women, and has handled \$493,065 in trade acceptances for 1,728 people, making a total of \$2,194,113 financed for 12,526 individuals. J. C. Duke is president of the company and Wilbur F. Wright is the recently elected secretary.

## Magnitude Shown of Texas Lumber Business

Lumber business in Texas in 1921 was the largest in years, according to Government reports, but figures for 1922 will not be available for several months. The Texas Lumber cut in 1921 was 1,502,333,000 feet compared with 1,117,436,000 feet in 1920, and the number of new mills in operation in 1921 was 301 as compared with 232 in 1920. Only four states, Washington, Louisiana, Mississippi, and Oregon, had a bigger lumber cut in 1921 than Texas. The entire lumber cut in the United States in 1921 was 26,991,788,000 feet.

## Why Hurry?

Legion Weekly: Citizen—That's my car. The thief is just fixing a blowout.

Policeman—All right, I'll go over and arrest him.

Citizen—No; wait till he gets the tire pumped up.

# Texas Produces 8.4% of Nation's Crops

**T**EXAS produced last year 8.4% of the Nation's agricultural wealth, according to a digest of Government reports published in the January 13th issue of Holland's Southland's Southwestern report. Texas, with its crops in 1922 valued at \$716,408,000, easily led the Nation, exceeding Iowa, the next in rank, by \$261,621,000 or 36.6%. The six leading agricultural States in 1922 were shown as follows:

State	Value of 1922 Crops
Texas	\$716,408,000.00
Iowa	454,787,000.00
Illinois	419,584,000.00
California	418,833,000.00
North Carolina	342,637,000.00
Kansas	289,693,000.00

## Production of the Southwest

**T**HE Southwest, the territory wherein Dallas dominates as a distributing and financial center, produced last year 15.8% of the total crop values of the United States. Dallas is almost the exact geographical center of this district. Following is the production by States for the Southwest:

State	Value of 1922 Crops
Texas	\$716,408,000.00
Oklahoma	238,699,000.00
Arkansas	233,072,000.00
Louisiana	139,166,000.00
New Mexico	18,073,000.00
Total	\$1,345,418,000.00

## Texas Second in Acre Value

**B**ECAUSE of the large area of Texas and its 114,000,000 acres in farm lands it is natural for those unfamiliar with the State to credit the large Texas crop values to an excess of acreage under cultivation. But much of the so-called Texas farm acreage is either in timber or in great ranges and pastures. Texas had in actual cultivation in 1922 only about one-fourth of its available farm lands. Its acres in actual cultivation in 1922 were only 4,000,000 acres in excess of the acreage in Iowa, the next ranking State in crop values.

The following Government report, quoted by Holland's, based on acreage and average values places Texas in the lead of all ranking States in value produced per acre cultivated, California excepted, where the lands are largely devoted to the production of luxuries.

	Acres Cultivated in 1922	Crop Value per Acre
United States	370,472,000	\$23.22
Southwest	53,715,000	25.03
Texas	26,114,000	27.43
Iowa	21,706,000	20.94
Illinois	20,807,000	20.15
California	7,052,000	59.39
Kansas	22,746,000	12.73

Consider what the production and purchasing power of Texas and the Southwest will be when this section, so largely undeveloped, is brought to a greater extent under the plow.

## Production and Farm Value of Principal Texas Crops in 1922

Crop	Quantity	Government Report on Farm Values
Cotton	3,290,000 Bales	\$386,575,000
Wheat	9,992,000 Bu.	10,991,000
Corn	114,580,000 Bu.	95,101,000
Grain Sorghums	39,400,000 Bu.	39,400,000
Barley	1,767,000 Bu.	1,149,000
Oats	33,465,000 Bu.	18,406,000
Rye	150,000 Bu.	146,000
Rice	5,993,000 Bu.	8,760,000
Potatoes	2,418,000 Bu.	3,869,000
Sweet Potatoes	8,715,000 Bu.	7,408,000
Apples	2,640,000 Bu.	3,960,000
Peaches	1,920,000 Bu.	4,224,000
Pears	390,000 Bu.	624,000
Broom Corn	2,200 Tons	440,000
Peanuts	96,320,000 Lbs.	3,853,000
Sorghum Syrup	3,045,000 Gals.	1,739,000
Tame Hay	1,074,000 Tons	12,351,000
Wild Hay	221,000 Tons	2,210,000
All Other Crops		115,202,000
Total, 1922		\$716,408,000
Total, 1921		\$424,776,000
Increase		\$291,632,000
Average farm value of crops in Texas, 1922		\$1,650
Average farm value of crops in Texas, 1921		974
Increase		\$ 676
Or 69.5 per cent.		

## Livestock Industry Adds Millions

**T**HE report also shows that, according to the Bureau of Census, Texas farmers received in 1919 for wool, mohair, poultry and dairy products the sum of \$87,762,015.00. The present value

of these products is greater than in 1919, the report shows, but official figures are not available. In addition to receipts from these products, Texas raises annually and sells on the market the following animals:

Calves and Beeves	1,682,530
Hogs	1,581,000
Sheep and Lambs	543,500

The Bureau of Census gives the value of Texas live-stock as \$575,063,030.

## Southwest Is Enormous Oil Producer

**O**IL production of more than 300,000,000 barrels in the Southwest in 1922, is shown in a statistical survey by the Oil Weekly, Houston. Oklahoma displaces California as the leading State with 147,414,000 barrels against 138,907,000 barrels for California, while Texas ranks third with 117,106,545 barrels. Louisiana had a total production of 33,839,480 barrels, and Arkansas, 15,869,835 barrels.

The total oil production of the Nation in 1922 was 556,207,725 barrels, and of this amount above 300,000,000 barrels, or more than half, was produced in the Southwest, in territory within overnight travel of Dallas. Growth of the oil industry in the Nation is strikingly shown in the survey. There were only 2,000 barrels of oil produced in the United States in 1859, it is shown, as compared with 556,207,725 barrels the past year. Oil production in the Nation in 1922 was 86,500,000 barrels greater than in 1921.

Oklahoma led in the number of well completions in 1922 with 5,428 3,540 of which were oil producers, while Texas came second with a total of 4,381 new wells, 3,072 of which were producers, with an average initial production of 462 barrels.

The bringing in of the Corsicana Deep Well Company's discovery well on the J. H. Burke farm, 8 miles east of Corsicana, has been the sensation in Southwestern oil circles the past month.

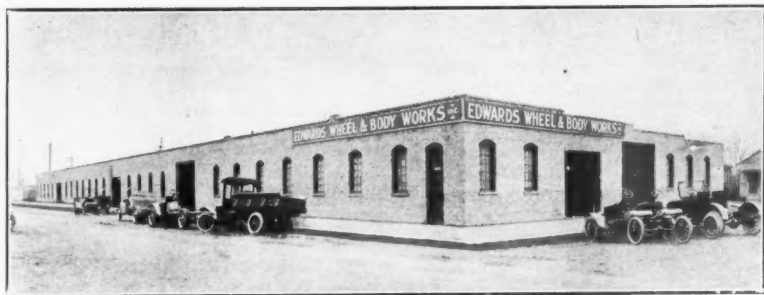
## Changes in Fort Worth Chamber Officers

A. C. Wheeler, president of the Acme Laundry Company, has been elected president of the Fort Worth Chamber of Commerce, succeeding Van Zandt Jarvis. Eugene S. Shannon, who resigned as secretary-manager, has been succeeded by Ireland Hampton.

## Take Steps to Widen Live Oak Street

The Live Oak Improvement League is active in movement to secure the widening of Live Oak. It is proposed to widen it 20 feet, thus making it seventy feet wide.

Steps are also being taken to make Live Oak a "White Way" from Masten to Liberty. W. W. Adair is chairman of the League.



### THE NEW HOME OF EDWARDS WHEEL AND BODY WORKS

This splendid new home strongly indicates the rapid growth of the Edwards Wheel & Body Works, Inc., which was organized less than five years ago. Its first location was a small \$6,000 structure on Evergreen street, but its new quarters, 300 feet in length, are most commodious and modernly equipped. The building is at Washington, East Side and Benson streets. At one end of the building is the wood working machinery, adjoining its lumber yard, and the material keeps moving through the factory to the other end where it comes out a completed article, painted and varnished. The company is capitalized at \$50,000 and carries on an extensive commercial body manufacturing business, distributing to as far distant points as China, British South Africa and nearly all the South American countries. Officers of the company are: Fred L. Edwards, president; Frank M. Edwards, vice-president; T. H. Sims, secretary and treasurer, and L. H. Fowler, factory superintendent, all of whom reside here.





Architect's drawing of the Texas Museum of Natural History, which is to be erected in Fair Park, Dallas, Texas.

## \$3,000,000 in Buildings

**T**HAT 1923 will be another record construction year is indicated by the building permits for January, which totaled \$3,033,664, the highest figures for January on record, according to D. C. McCord, City Building Inspector. With the exception of the permit for the \$1,100,000 Stoneleigh Court Apartment Hotel, there were no large permits granted during the month, most of the construction represented being residences. Building permits for Greater Dallas in 1922 reached nearly \$21,000,000.

The Santa Fe Railroad has been granted a permit for the wrecking of the structure at Young and Poydras streets preliminary to the erection of the first unit of its new \$325,000 freight house. Summer-Sollitt Construction Company of San Antonio are handling the work.

Another definite step toward carrying out the project for the huge terminal warehouse and office building to be constructed by the Santa Fe Railroad and local capitalists, was taken in the filing of an application the past month for a franchise to tunnel under Wood, Jackson, Marilla and Young streets. The project complete will cost around \$5,000,000.

### To Open New Additions

**A** NUMBER of new high-class residential additions have been announced the past month. McNeny & McNeny have purchased a 100-acre tract on the Greenville road north of Vickery and Belmont and will at once begin its development. It is out of a 200-acre tract owned by Dale Bennett of Cooksville, Ohio. The entire 200 acres sold in 1898 for \$12,000 but McNeny & McNeny paid \$1,830 an acre for their 100 acres, illustrating the tremendous enhancement in value of property in and near Dallas. The Walker Realty Company has purchased 40 acres in Oak Cliff, adjoining the Winnetka School. The Sam G. Hines Company has bought 20 acres near Holmes street and Colonial avenue in South Dallas and W. L. Thornton, F. W. Bartlett and

V. A. Weaver have purchased 25 acres just beyond Lakewood Heights. All of these tracts mentioned will be developed into residential property.

Both the United Advertising Agency and the Dallas Brass Works, who lost structures by fire the past month, have announced plans for rebuilding.

The Cole Avenue Methodist Church have purchased a lot at McKinney avenue and Elizabeth street and have announced plans for the erection of a \$100,000 church building.

Blaine Bros., proprietors of the Red Cross Pharmacy in Oak Cliff, will have erected a two-story building, 75x135 feet, at Jefferson and Zangs boulevard, costing about \$50,000. B. A. Parrish in the contractor. It will be built with foundations capable of supporting a five or six-story structure.

C. D. Pantaze of Birmingham has purchased from I. E. Rose of Dallas a 75x175-foot lot at Ervay and Beaumont streets. The property has been leased to the Nu-Grape Company of Birmingham who will erect a \$30,000 two-story brick building and use it as their Southwestern distributing headquarters.

Ground has been broken for a \$45,000 building at Ross and Prairie avenues to contain twelve 5-room apartments. F. R. Perkins, Jr., is the owner.

Shuttles Bros. & Lewis will remodel and improve the first two floors of the Insurance Building at a cost of about \$12,000. The first floor is to be converted into five modern stores which will be subleased by the company.

### Poll Tax Payments Set New Record

Poll tax payments for Dallas county established a new record this year, with 50,688 as compared with 44,406 last year. Exemptions will run the total voted strength of the county this year to about 56,000 according to County Tax Collector John Lowery.

## Texas Museum of Natural History Planned

**T**HE purposes of the Texas Museum of Natural History Association, appointed by Mayor Aldredge as an adjunct to the Dallas Park Board, have received the unanimous endorsement of the directors of the Dallas Chamber of Commerce. This association is making good progress in the securing of funds for the erection of a \$40,000 first unit of a Texas Museum of Natural History at State Fair Park. While the association is under the supervision of the Dallas Park Board, the institution is really a museum for the whole State of Texas.

As its name implies the museum is for the purpose of preserving for future generations a record of the wild animals, birds, fish, reptiles and plants, living and fossil, which are so rapidly disappearing from the State, and of educating people as to their value to mankind. A further object of the museum is to cultivate a love and interest in the life of the great outdoors. Ed Sewell, director of the museum, is serving without compensation. He stated at a Dallas Advertising League luncheon recently that Texas is the only State without such a museum.

A. C. Ebie is chairman of the publicity committee for the association. The museum committee includes Mayor Aldredge, Emil Fretz and George Leachman. Full information concerning plans for the institution may be secured at the City Hall. Mr. Ebie reports that firms or individuals who donate \$1,000 to the building fund become "associate founders." Persons subscribing from \$500 to \$1,000 will be known as "patrons of the museum," and will be entitled to brass name plates on habitat groups of animals or birds. Life membership is \$100, 10-year membership \$20, 5-year membership \$10 and 1-year membership \$2.

### LITERAL

"What is it," asked the teacher, "that binds us together and makes us better than we are by nature?"

"Corsets, sir," piped a wise little girl of eight.—*Case Eagle.*



## Dallas Male Chorus Attains National Recognition

**T**HE Dallas Male Chorus, composed of over eighty trained singers, is one of the most virile forces in the musical life of this city. Under the direction of Paul Van Katwijk, dean of music at S. M. U. and director of the Municipal Chorus, it has grown from a few members to where it enjoys the distinction of being the largest male chorus in the Southwest.

National recognition was recently accorded this organization when a picture of the chorus, similar to the one below, appeared in the monthly publication of the National Federation of Music Clubs. Reference has frequently been made in the Musical America and the Musical Courier to the wonderful work accomplished by this chorus. Dallas music lovers are indebted to this management for many delightful musical treats.

A recent issue of "The Musicales" published in Dallas said: "The Dallas Male Chorus is what we are pleased to designate as a live organization. That is to say, the chorus is not only musical but it is progressive and has a vision. Among its activities it maintains an efficient publicity department under the direction of Lawrence O. Gordon. Each week this department issues a brochure, 'Musical Moments' in the interest of the chorus and music generally. A recent issue has an able article under the caption 'Men and Music' which the Musicales takes pleasure in reproducing in part as follows:"

### Men and Music

**O**NE of the most unfortunate conditions surrounding our musical life is the small part men take in it. This is not altogether their fault. Their business is engrossing and concert-going is made diffi-

cult for them. The very fact that here in our own city all the noonday luncheon clubs have given music a prominent place on their programs is evidence of their realization of the important part it is beginning to play in their lives. They go back to their work with a clearer brain and renewed courage to battle with the problems that require the very best that is in them."

"We all need music, because it is a fluent, free and beautiful form of expression for those deeper impulses of our which are denied expression by words."

### Dallas' Fifth Interurban Now in Operation

**T**HE Dallas Terrell line, the fifth electric interurban line for Dallas, began operation last month. Interurban lines now serving Dallas have a total mileage of 313 miles and operate around 222 trains in and out of Dallas daily. The new line has hourly service from 6:15 to 7:15 p. m., and then trains run out of Dallas at 9:15 and 11:15 p. m. In addition there is double daily express car service. The line is known as the Texas Interurban Railway, Richard Meriwether, vice president and general manager. The distance between Dallas and Terrell is 31.5 miles. Important towns between Dallas and Terrell are Mesquite, 12.1 miles east of Dallas and Forney, 19.7 miles east of Dallas. Mesquite has a population of about 1,500, while the density of population along the line will average 1,222 to the mile. Terrell, a city of some 10,000, lies almost directly east of Dallas.

The first formal inspection of the line was made by a special train containing a large number of Dallas people, representing the interurban Company, the city and county governments and the Dallas Chamber of Commerce. Stops were made at Mesquite, Forney and Terrell and greetings and congratulations interchanged upon the completion of the line which brings closer together Dallas and its good neighbors.

## Wholesalers Open Most Promising Season



**T**HAT is expected to be one of the most successful years in the history of the Dallas wholesale market has opened most auspiciously, with hundreds of retailers from throughout the Southwest here during the formal spring buying season which opened Jan. 29. A special train, the first of a series that the Dallas Wholesale Merchants' Department of the Chamber expects to operate from various sections, brought more than 100 merchants from Arkansas and Louisiana, and for days all local hotels have been thronged with retailers from throughout the Southwest. The wholesalers report value purchases ahead of a similar date last year and it is thought the wholesale business of Dallas in 1923 may equal the \$600,000,000 figure reached in 1920, the year of greatly inflated values.

The Southwestern Style Pageant, Jan. 31, Feb. 14, is far more elaborate and is attracting more attention than ever before. It is being held at the Coliseum this year. It gives the retailers of the territory the opportunity to see the newest creations of fashion in ready-to-wear, millinery, shoes and other goods and accessories, as well as offers splendid entertainment features.

Ora Cne, noted millinery fashion creator, is here again this season and is giving a series of lectures on styles under the auspices of the Millinery Jobbers' Association of Dallas.

The Dallas Wholesale market has in a few short years attained the rank of 15th in importance in the United States through operating on the following plan: Quantity of goods, quality of goods, ability to make quick deliveries, fair prices, the square deal, courteous treatment always. Also, as Southwesterners themselves, Dallas wholesalers understand and appreciate the needs of the Southwestern retailer.



Dallas Male Chorus

# 150 New Members Secured In January



ONE hundred and fifty applications for membership were received by the Dallas Chamber of Commerce during January, setting a new record for membership growth during a single month. This record was made despite the fact that the continuous solicitation plan is being followed and campaigns as such are avoided. The work of building up the membership is being carried on continuously through the membership department, supplemented by the work of the members, who are called on from time to time to see prospects and secure their memberships.

Each month an honor roll will be published, on which will appear the names of members securing one or more new members during the month. Twenty-four members qualified for the honor roll in January.

A number of applications from professional men were received during the month, indicating that the lawyers, doctors, engineers and men in other professions are taking a more active interest in the city's growth and progress. This is a class of membership that is welcomed by the Chamber, and it is expected that a large number of professional men will join the organization during the year.

In addition to becoming members, substantial budget subscriptions were made by the following: General Motors Truck Company, K. N. Hapgood, Red Wing Shoe Company, Reid-Renfrow Company and Texas Electric Railway Company.

If January's record is maintained throughout the year, the goal of 1,500 new members during 1923 will be easily reached. The record can be maintained if every member, when asked to see a prospect, will do so promptly and make a serious effort to enroll the prospect as a member.

Ajax Rubber Co., Inc., 2117 Commerce St.; Foster C. Burnett, dist. mgr.; Wholesale Tires and Accessories.

J. D. Aldredge & Company, 1007 Main St.; J. D. Aldredge, president; real estate, loans, rentals and insurance.

American Laundry Company, Second Ave. and Williams St., A. E. Mangold, Sec.-Treas.; power steam laundry.

American Releasing Corporation, 308-10 S. Harwood Street; John C. Shannon, manager; distribution of motion pictures.

Apex Electrical Distributing Co., 904-5 Magnolia Building; B. F. Ficken, State Manager; electrical household appliances.

Arnoff Shoe Company, 1104 Commerce St.; Barney Arnoff, Proprietor; wholesale shoes.

Atlantic Radio Sales Co., 300 North Ervay Street; G. A. Doering, president; distributors of radio equipment.

George V. Basham, manager, United Savings Bank of Detroit; 508 Central Bank Bldg.; mortgages.

Jack Beall, president, Texas Electric Railway, Inc.; 728 Interurban Bldg.

Dr. Marvin D. Bell, 424 Linz Building; clinical pathologist.

Horace C. Bishop, 511 Magnolia Bldg.; attorney.

Dr. E. A. Blount, Wilson Building; physician.

H. W. Brouse, 1116 Magnolia Building; real estate.

W. W. Brown, M. K. & T. Ry. of Texas; 112 Field Street.

## Honor Roll

THE following members are entitled to honorable mention for their work in securing one or more new members in connection with the Chamber's membership expansion program:

W. D. TROTTER, Secretary-Treasurer, Briggs-Wenver Machinery Company, 307 North Market Street; four members.

GEORGE WAVERLEY BRIGGS, Vice President City National Bank, 1201 Main Street; four members.

HENRY CAMP HARRIS, American Life Reinsurance Company, Magnolia Building; three members.

FRANK M. SMITH, Vice President and Treasurer, Oriental Oil Company, Wilson Building; three members.

E. R. BROWN, Vice President and General Manager, Magnolia Petroleum Company, Magnolia Building; two members.

E. J. KIEST, President Times Herald Printing Company, 1305 Elm Street; two members.

T. M. CULLUM, President, Cullum & Boren Company, 1509 Elm Street; two members.

RICHARD HAUGHTON, Vice President, Johnston Printing and Advertising Company, 1808 Jackson Street; two members.

W. A. GREEN, President, W. A. Green Company, 1516 Elm Street; two members.

HUGO SCHOELLKOPF, Vice President, The Schoellkopf Company, 806 Jackson Street; two members.

J. L. LONG, President, Practical Drawing Company, 1911 Bryan Street; one member.

L. O. DANIEL, 904 Commerce Street; one member.

SETH TATE, Traffic Manager, Higginbotham-Bailey-Logan Company, 900 Jackson Street; one member.

WERNER SCHWAN, President Service Station Equipment Company, 2119 Commerce Street; one member.

W. W. FISHER, Fisher & Fisher, Rentors, Magnolia Building; one member.

R. S. HAMPSHIRE, Superintendent, American Railway Express Company, 1306 Commerce Street; one member.

C. L. SANGER, Vice President, Sanger Bros., Main and Lamar Street; one member.

A. M. MATSON, General Manager, Butler Brothers, South Ervay and Young Streets; one member.

RAYNOR H. ALLEN, Superintendent, Proctor & Gamble Manufacturing Company, 1226 Loomis Street; one member.

C. E. CALDER, President, Dallas Power & Light Company, Interurban Building; one member.

W. A. ANDERSON, Proprietor, Collett Cleaning Company, 107 Collett Avenue; one member.

MIKE T. LIVELY, Attorney, 308 Western Indemnity Bldg.; one member.

WILLIAM H. HITZELBERGER, Vice President, Michel Lime Company, Mercantile Bank Building; one member.

I. D. RICHMOND, Manager, Richmond Company, Printers, 606½ South Akard Street; one member.

Brunk & Becker, 1309 Southwestern Life Bldg.; W. D. Brunk and E. V. Becker; public accounting.

Cafe Atkins, 1411 Commerce St.; John R. Atkins, proprietor.

Chamberlain & Green, 225 Western Indemnity Bldg.; Jerome Chamberlain and Logan N. Green, attorneys.

Commonwealth Life Insurance Company of Omaha, 402 Central Bank Building; Willard Proctor, general agent; life insurance.

Christian Courier, 602 Dallas County State Bank Bldg.; W. M. Williams, editor; church paper.

E. A. Coker, Magnolia Building; attorney. Ernest L. Cook Company, Interurban Bldg.; Ernest L. Cook, proprietor; printing.

Dr. T. J. Crowe, 918-19 Mercantile Bank Bldg.; physician and surgeon.

W. G. Cullum, 407 Central Bank Bldg.; municipal contractor—water and sewer.

Dallas Auto Supply Co., 1600 Commerce St.; Morris Woldman and Joe Kurz; wholesale and retail automobile supplies.

Dallas Bond & Mortgage Corporation, 1201-23 Kirby Building; George W. Lingwiler, vice-president; farm and city loans and investments.

Dallas Cotton Factors Corporation, Cotton Exchange Building; J. P. McGehee, general manager; cotton factors and brokers.

Dallas Tailors Supply Co., 320 North Ervay Street; Israel Garonzik, president; wholesale tailoring supplies.

Jacob E. Decker & Sons Sales Co., 603 S. Harwood Street; S. L. Ford, manager; meat packers.

R. J. DeWees Company, 616-18 Slaughter Building; R. J. DeWees, manager; iron and steel building materials.

William J. Dobbs, 616 Southland Life Bldg.; oil.

Dorsey Drug Company, Inc., 812 Main St.; L. M. Prince, president; C. B. Allison, mgr.; retail druggists.

Draughon's Business College, 1605½ Commerce Street; W. W. Darby, manager; commercial school.

C. E. Dudley & Company, 211-12-13 Mercantile Bank Building; C. S. Dudley, J. C. Riser and F. W. Cooney; commercial adjusters.

D. C. Ernest, 1001 Kirby Building; lignite coal lands.

Alexander Eccles & Co., 401 Cotton Exchange Bldg.; Louis M. Bourne, manager; cotton merchants.

Elliott-Fisher Company, 207 Texas & Pacific Building; O. H. Cook, manager; Bookkeeping, billing and recording machines.

Farr & Walton Furniture Company, 2106 Elm Street; D. D. Farr, president; furniture dealers.

James E. Ferguson, 727 Linz Building; publisher, The Ferguson Forum.

Fergusson Engineering Company, 312 North Harwood Street; C. M. Fergusson, manager; electrical consulting and construction engineers.

Lafayette Fitzhugh, Republic Bank Bldg.; attorney.

Four States Oil Company, 1206 Western Indemnity Building; F. W. Floyd, president; oil.

General Motors Truck Company, Jefferson and Jackson Streets; J. A. McDaniel, manager; motor trucks. (Budget subscription).

Gilbert & Hardy, 322-25 Linz Building; Joseph E. Gilbert and David W. Hardy; attorneys.

Globe Mercantile Company, 715 Elm Street; L. A. Wasserman, president; wholesale jobbers of general merchandise.

A. A. Green & Son, 1617 American Exchange Bank Bldg.; A. A. Green, Jr., manager; loans and insurance.

John Hancock Mutual Life Insurance Co., 802 Southwestern Life Building; E. H. Davis, manager; farm mortgages.

Harry Harlan, 509 Central Bank Bldg.; investments.

K. N. Hapgood, 809 American Exchange Bank Building; oil operator. (Budget subscription).

John C. Harris, 808 American Exchange Bank Bldg.; attorney.

Bertram C. Hill, 421 Interurban Building; architect.

Hippodrome Theater, 1209 Elm Street; Nash Weil, manager; dramatic plays.

C. R. Holland & Company, 2004-5 Magnolia Building; C. R. Holland, manager; farm mortgages and life insurance.

**Home Furniture Company**, 2301 Elm Street; B. S. Morgan, general manager; retail furniture.

**Harry H. Houston**, 2003 Magnolia Bldg.; investments.

**Howe Tire & Rubber Company**, 2112 North Lamar Street; Ford Dix, II, manager; wholesale tires and tubes.

**Ilummo Sign Company**, Crook & Russell, general agents, 219 Slaughter Building; J. C. Russell, manager; outdoor advertising.

**Imperial Sugar Company**, 510-11 Mercantile Bank Building; W. W. Overton, dist. sales mgr.; sugar manufacturers and refiners.

**International Coatings Co.**, 1618 Bryan St.; J. M. Ashby, manager; roofing and repairs.

**Jefferson Standard Life Insurance Co.**, 410 Magnolia Building; A. V. Mozingo, supt. of agents; life insurance.

**Guy Johnson**, 1005 American Exchange Bank Building; real estate, loans and insurance.

**Joyce & Alexander**, 1312 Southwestern Life Bldg.; Charles L. Joyce and R. E. Alexander; suburban acreage and Dallas County real estate.

**Julian, Cochran & Carter**, 407 Praetorian Bldg.; Barton E. Julian, James R. Cochran and Owen Carter; general insurance.

**Kaestner & Hecht Co.**, Kirby Bldg.; Harry S. Haynes, manager; electric elevators.

**Kalamazoo Loose Leaf Binder Co.**, 1414 American Exchange Bank Bldg.; W. T. Martin, manager; loose leaf devices, bookkeeping systems.

**E. B. Keeling**, 1209 American Exchange Bank Bldg.; insurance.

**Evans B. Keeling Co.**, 421 Interurban Bldg.; Evans B. Keeling, manager; insurance. (Local agent).

**J. W. Kelley**, 1520 Elm Street.

**W. Kemper & Son**, 705 Insurance Building; insurance agency.

**D. A. Lacy Company**, 328 Interurban Bldg.; D. A. Lacy, manager; cotton seed products.

**Lakeside Laundry & Cleaning Co.**, 1448 N. Zangs Blvd.; James W. Singleton, gen. mgr.; laundry, dyers and cleaners.

**Lester Petroleum Company**, 308 Southland Life Bldg.; Vanderburgh Lester, president; oil products.

**Lewis System**, 1413 Pacific Ave.; Louis Hildeman, manager; signs, show cards, lobby displays, etc.

**Leyhe Piano Company**, 907 Elm Street; W. B. Leyhe, president; wholesale and retail pianos.

**Lindale Canning Company**, Linz Building; Virgil Dunn, manager; canning and preserving.

**Love, Byars & Company**, 303½ South Ervay Street; C. D. Love and F. W. Byars; cotton merchants.

**J. D. McEntire**, 1121 Kirby Building; attorney.

**Mack-International Motor Truck Corp.**, 2421 Main Street; K. J. Brown, district manager; motor trucks.

**Magnolia Seed & Floral Co.**, 1020 Elm St.; W. E. Sharpe, manager; seed and florists.

**Maher & Maher**, realtors, 718 Slaughter Bldg.; E. N. Maher.

**Dr. Oscar M. Marchman**, 206 Southwestern Life Building; eye, ear, nose and throat.

**Clarence Martin**, 406 Linz Building; cotton seed products broker.

**F. L. Martin**, president, Universal Finance Company, 368 American Exchange Bank Building; automobile financing.

**Drs. Martin & Martin**, 311 Wilson Building; physicians.

**Vance K. Miller Company**, 1917 Main St.; Vance K. Miller, president, office furniture and supplies.

**T. L. Monagan**, 310 American Exchange Bank Bldg.; executive secretary, Dallas Athletic Club.

**Dan T. Moore**, 422 Interurban Building; manufacturers' representative.

**Dr. Landon C. Moore**, 1713 Young Street; analytical and consulting chemist.

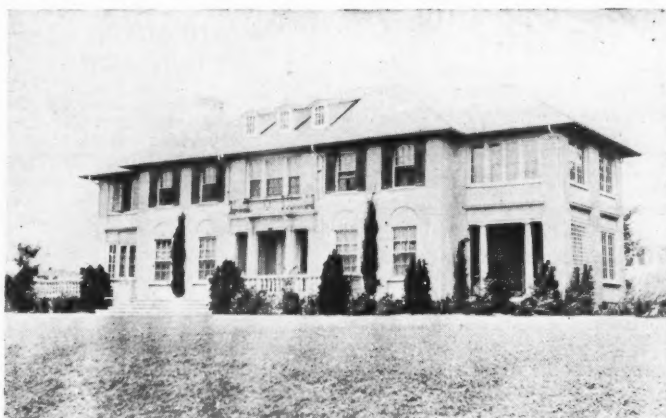
**Monroe Calculating Machine Agency**, 727 Western Indemnity Building; S. Y. Palmer, manager; calculating machines.

**Dr. James Montgomery**, 326 Wilson Building; physician.

**R. L. Mullins**, 300 Republic National Bank Bldg.; proprietor, Highland Jersey Farm Dairy.

**Murray Tire Company**, 2038 Commerce St.; J. A. Vanmeter, manager; automobile tires.

**Judge J. C. Muse**, 320-22 Western Indemnity Building; Muse & Muse, attorneys.



Residence of Sam Dysterbach, 525 Swiss Avenue.

**National Life Association of Des Moines**, 817 Wilson Building; T. K. Bewett, general agent.

**S. W. Nichols Co.**, 1915½ Main Street; S. W. Nichols, manager; building specialties.

**Nichols & Martin Inc.**, 403 Mercantile Bank Bldg.; W. H. Nichols, manager; general contractors.

**North Texas Wholesale Grocers Association**, 1607 Magnolia Building; John T. Matthews, manager; wholesale grocers.

**Norwalk Tire & Rubber Co.**, 2215 Main St.; C. W. Stanton, manager; distributors of automobile tires.

**The P. & F. Shoppe**, 1903 Elm Street; T. T. Piper, manager; exclusive ladies' ready-to-wear.

**Palmer Bros., Inc.**, 210 Deere Building; merchandise brokers.

**Parkway Cleaning Co.**, Parry Avenue; R. L. Vandagriff, manager; cleaning and pressing.

**Payne & Bond**, 706 Southwestern Life Bldg.; Thomas O. Payne and Roland S. Bond, oil royalties.

**L. B. Price Mercantile Co.**, 2619 Swiss Ave.; C. H. Smith, manager; household goods.

**Producers Refining Co.**, 3200 Hickory St.; T. B. Hancock, manager; oil marketing.

**Red Wing Shoe Co.**, 1205 Commerce Street; M. F. Broghamer, manager; wholesale shoes. (Budget subscription).

**Reid-Renfrow Company**, 902 Magnolia Bldg.; C. M. Reid and E. A. Renfrow; realtors, loans and investments. (Budget subscription).

**Reiter Oil Corporation**, 1904 Magnolia Bldg.; W. A. Reiter, president; consulting oil geologists—developing properties.

**Remington Typewriter Company**, 1321 Commerce Street; T. A. Hartsfield, manager; typewriters and accounting machines.

**Republic Box Co., Inc.**, of Texas, Henning and Lamca Streets; William Grimshaw, manager; box manufacturers.

**Retail Credit Company**, 1718 American Exchange Bank Bldg.; Joseph W. Brice, mgr.; insurance inspections.

**Ed D. Reynolds**, 1412 Main Street; men's furnishings.

**Tom F. Rodgers & Sons**, North Texas Bldg.; Tom F. Rodgers, president; loans and investments, insurance, real estate.

**Rose-Rogers Company**, 802½ Commerce St.; J. W. Rogers, president; manufacturers of work clothing.

**J. B. Salmon**, 1608-A Magnolia Building; investments and loans.

**J. M. Sansom**, 901 Insurance Building; cotton seed products brokers.

**Robert F. Shelton**, 504 Central Bank Bldg.; real estate.

**George L. Simpson & Co.**, 303 American Exchange Bank Bldg.; James P. Simpson, investment bonds.

**Dr. A. C. Sloan**, 808 Wilson Building; dentist.

**Charles R. Smith**, proprietor, Praetorian Pharmacy, Main and Stone Streets; retail druggist.

**Dr. M. M. Smith**, medical advisor, Modern Order of Praetorians, 1401 Praetorian Bldg.

**Studebaker Corporation of America**, 2401 S. Harwood Street; H. M. Russell, manager; factory branch, Studebaker automobiles.

**Sullivan Machinery Co.**, 331 Western Indemnity Bldg.; D. H. Hunter, dist. manager; air and gas compressors, mining and quarry equipment.

**Sylvan Manufacturing Company**, 1018 Elm Street; S. A. Miner, manager; manufacturers of ladies dresses.

**R. F. Taylor**, 1106 Western Indemnity Bldg.; consulting mechanical engineer.

**Texas Electric Railway Company**, Interurban Bldg. (Budget subscription).

**Texas Fire Sales Co.**, 2534 Elm Street; L. N. Cleckler, manager; bankrupt and fire stocks, etc.

**Texas Fireworks Company**, P. O. Box 748; John H. Wankelman, manager; fireworks.

**Texas Freemason**, 1804 Jackson Street; Z. S. Armstrong, publisher; Masonic publication.

**Texas Midland Railroad**, 617 American Exchange Bank Bldg.; C. W. Redman, general freight agent.

**Texas Public Service Information Bureau**, 1004 Magnolia Building; George McQuaid, manager.

**Texas Stone Products Co.**, Insurance Bldg.; E. C. Dodson, sec.-treas.; stone crushers.

**Todd Protectograph Sales Co.**, 303 Gaston Bldg.; C. M. T. Leslie, manager; check protectors.

**The Torrington Company**, 1415 Jackson St.; E. J. Coyne, manager; electric vacuum cleaners.

**Tupper & Carter**, 1616½ Main Street; W. F. Carter Jr., public accountants.

**Typewriter Service Co.**, 906½ Main Street; F. H. Moore, manager; typewriter repairing and supplies.

**Dr. Claude Uhler**, 905 Mercantile Bank Bldg.; physician. (Neuro-psychiatrist).

**United Chemical Company**, 1405 Magnolia Building; George T. Cobb, president; acid and heavy chemicals.

**V. V. Waite**, 906 Insurance Building; Geologist.

**R. S. Wakefield**, 222 Interurban Building; representing manufacturers of electrical material.

**A. T. Walraven Book Cover Company**, 1507 Caruth Street; C. E. Calder, president; manufacturers of book covers.

**H. H. Watson Company**, 806 Mercantile Bank Bldg.; H. H. Watson, manager; wholesale grain and hay.

**Ira A. Watson & Co.**, 1219 Elm St.; James I. Henry, manager; salvage clothing.

**Webb Electric Company**, 1715 Live Oak St.; R. D. Webb, president; electrical contractors and supplies.

**Western Newspaper Union**, 606 South Akard St.; Edwin S. Eberly, manager; Newspaper Syndicate Service.

**C. W. Wheat & Company**, C. W. Wheat, manager, 312 Deere Building; mill agent—floor coverings.

**Dr. Rufus Whitis**, 405 Central Bank Bldg.; physician.

**Dr. Guy F. Witt**, 301 Southwestern Life Bldg.; physician, specialist in mental and nervous diseases.

**George S. Wright**, 1602 American Exchange Bank Bldg.; attorney.

**York Engineering & Supply Co.**, 1909 Bryan Street; T. B. Gilliam, manager; ice making and refrigerating machinery.

**Zuber & Zuber**, 318 Western Indemnity Bldg.; C. B. Zuber, manager; wholesale collections.



# Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR  
M. L. BOHAN, ADV. MGR.

VOL. 2 FEBRUARY, 1923 NO. 2

## DALLAS CHAMBER OF COMMERCE OFFICERS

FRANK M. SMITH ..... President  
T. M. CULLUM ..... Vice-President  
E. R. BROWN ..... Vice-President  
GEO. WAVERLEY BRIGGS ..... Vice-President  
A. V. LANE ..... Treasurer

### DIRECTORS

Geo. Waverley Briggs  
E. R. Brown  
C. E. Calder  
Sam P. Cochran  
T. M. Cullum  
L. O. Daniels  
W. A. Green  
T. E. Jackson  
Henry Camp Harris  
E. J. Kiest  
Richard Haughton  
Louis Lipsitz  
W. M. Holland  
A. M. Matson  
H. A. Olmsted  
Alex Sanger  
C. L. Sanger  
Hugo Schoellkopf  
Frank M. Smith  
W. D. Trotter

### STAFF

CHARLES SAVILLE.....General Manager  
CLYDE V. WALLIS.....Asst. Gen. Mgr.; Mgr. New Industries and Service Depts.  
M. J. NORRELL.....Mgr. Wholesale Merchants and Manufacturers Depts.  
SAM FOWLKES.....Mgr. Retail Merchants and Convention Depts.  
A. L. REED.....Mgr. Transportation Dept.  
Z. E. BLACK.....Mgr. Publicity Dept.  
A. B. JOLLEY.....Mgr. Agricultural Dept. and County Agent  
MISS LOLA BLAIR.....Home Demonstration Agent  
THEO. JONES.....Secretary Junior Chamber  
E. M. FOWLER.....Office Manager  
T. P. ROBERTS.....Mgr. Open Shop Association

OFFICE: Chamber of Commerce Bldg., 1101 Commerce Street, corner Martin.  
Phones: X-5425; Y-6366

SUBSCRIPTION \$1 A YEAR; 15c A COPY  
ADVERTISING RATES ON APPLICATION

Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member  
Texas Chamber  
of Commerce



Member  
Chamber of  
Commerce of  
the United  
States

## Your Name and Address

We at all times endeavor to keep our mailing list corrected; however, this can not be done in some instances without the help of our members. In case your mail from the Chamber is not correctly addressed, or, in case you change your present address, if you will notify the Chamber promptly, either by phone or otherwise, it will help us materially in keeping our mailing list corrected.

## The Agricultural Advisory Board of Chamber Is Named

WHAT the Chamber of Commerce deems one of its most important committees was named the past month by President Frank M. Smith, with the co-operation of County Agent A. B. Jolley of our Agricultural Department. This committee, the Agricultural Advisory Board, is county-wide and through it the Chamber functions for the greater development of our county along all agricultural line. The committee follows, G. H. Alford of Dallas being re-named chairman:

Dallas—G. H. Alford, chairman; County Judge Arch C. Allen, R. L. Pou, J. W. Slaughter, J. H. Connell, John Haven, R. R. Walker, Frank A. Briggs, Eugene Butler, R. L. Mullins, J. T. Johnston, C. P. Van Winkle, Roy McDonald, J. A. Stults, C. S. Uhl, Harry Williams, Schuyler Marshall, W. P. Maloney, Charley Cross, I. H. Cox, J. T. Orr, Jess Spillers, V. H. Schoffelmayer, J. P. Stephenson, J. J. Cox, Ralph DeShong, Dr. A. E. Flowers, W. H. Webb, M. E. Hays, A. L. Gracey, W. H. Johnston, Ed Steger;

Arlington—E. H. Murphy; Carrollton—Harrison Nix, E. W. Broadhurst, Ray Degan, J. B. Chastain, A. L. Gracey; Cedar Hill—J. C. Pelt; Duncanville—Ed Eshelman, R. V. Millar; Grand Prairie—F. C. Rector, J. A. Moore, J. P. Stewart, H. G. Martin, E. E. Hall; Garland—R. A. Davis, W. T. Sharp; Grapevine—A. N. Corbin, John Tarwater; Irving—Dr. W. D. Gilbert; Lancaster—Dr. C. D. Bryson, H. E. White, S. M. Randlett, F. M. Hammond, J. S. Hurst, J. W. Neilon; Mesquite—J. C. Rugel, C. E. Gross, John Lawrence, G. G. Worthington, J. B. Galloway, T. B. Blair, J. D. Bruton; Richardson—F. E. Hendricks, W. C. McKamey, J. M. Campbell; Renner—H. W. Coit; Seagoville—Luther Bowers; Wilmer—C. G. Lowrey, Frank Hilton.

## Chamber Auditorium Used by Many People

IN addition to many meetings held in connection with the regular functions of the Chamber, following meetings have been held in the Chamber of Commerce Auditorium during the past month:

Texas Jersey Cattle Club, Texas-Louisiana Tariff Bureau, Dallas County Beekeepers Assn., Stockholders' Daugherty Lake Club, Trinity Rod & Gun Club stockholders, Style Show Committees, Municipal Market Committee, Fin & Feather Club stockholders, Cotton Standardization meeting of farmers, executive board of Boy Scout Council, Advisory committee Dallas Child Guidance Clinic, North Texas Credit Bureau, Sheet Metal Contractors, City Federation of Women's Clubs, Reserve Officers' Club, Deputy Internal Revenue Collectors Dallas District, Dallas County Boys' Agricultural Clubs, directors Dallas Automobile Club, afternoon and night classes of Dallas School of Commerce of Southern Methodist University, Postal Clerks.

## Chamber Directors Act on Various Matters

During the past month the directors of the Dallas Chamber have recommended against the repeal of the Open Port bill and against the present form of the so-called "Firemen's Pension Fund Bill," which would put a tax on the insurance business. The directors endorsed the "Own Your Own Home Exposition" to be put on by the Dallas Real Estate Board. They also voted full appreciation of the plans of the Dallas Advertising League to form itself into a huge advertising agency to further sell Dallas to itself. These are but few of the many matters considered by the directors at their weekly meetings.

## Dallas on the Screen

NEWS WEEKLIES are generous in the matter of publicity for Dallas, instances of note recently being views of the Magnolia Building and still later of the Medical Arts Building, carried by the Pathe News. These were taken by Fred Bockelman of Dallas, their representative for this territory.

The film entitled "The Spirit of Co-operation," featuring the State Fair and shown in local theaters last year, has been loaned to the Chamber of Commerce by its maker and owner, E. M. Fitzhugh of the Fitzhugh Film Company, and will be shown in a large number of Texas towns, chiefly with a view of attracting more agricultural exhibits to the State Fair. Last year Mr. Fitzhugh also loaned the Chamber the reel entitled "The Magic City," which was exhibited in 30 cities and towns.

## Dawson to Head Campaign to "Sell Dallas"

Joe M. Dawson of the Southwest-ern Advertising Company has been named by President Milburn Hobson of the Dallas Advertising League as chairman of the committee that will direct the campaign designed to "sell Dallas to itself." This campaign is to be carried on by the Advertising League, with co-operation from the Chamber of Commerce and other organizations. The campaign is to be followed by another designed to further "sell Dallas to the outside world," according to plans. Details of the campaigns are now being worked out and will be announced later.

## Athletic Committee of the Chamber Named

To assist in every way possible in developing an interest in athletics among the citizens of Dallas and to make Dallas not only the leading athletic center of the southwest, but one of the greatest athletic centers in the country, is the purpose of the Chamber of Commerce Athletic Committee just appointed by President Frank M. Smith. The committee follows:

J. Woodall Rodgers, chairman, Jas. P. Griffin, Joe Utay, Julius Schepps, Foster Jacoby, Roy Munger, Tom Cranfill, W. R. Wilson, J. B. Adoue, Jr., Dan D. Rogers, Tom Monagan, H. B. Webster, Oscar Touchstone, Jack Swain, Richard Haughton, E. E. Shelton, E. E. McQuillan.



## Here is the Kind of Letters We Like to Receive

Chamber of Commerce,  
Dallas, Texas.

Dear Sirs:

It is my pleasure to enclose a contract from The Dallas Dispatch for space for a year in "Dallas", the valued monthly magazine of The Dallas Chamber of Commerce. Obviously this action implies that I believe the service your publication renders makes it of value to me as a member of the Chamber and as a Dallas business man.

Being first to propose many things that have resulted in conspicuous benefit to Dallas has been a habit for more than 16 years with The Dallas Dispatch. So it feels quite natural to be the first local publication to recognize your magazine as an effective agency for calling the attention of a large group of progressive Dallas business men to the high and increasing value of The Dallas Dispatch to them in their constant drive to make their respective business grow.

It has been my privilege during business to see many Chamber of Commerce publications. "Dallas", in my judgement, is the best one, all things considered, that I have ever seen, both in its conception and its conduct. I believe it is performing genuine service as a bond between business men of Dallas who are co-operating unselfishly and constantly to improve their own and the city's condition.

It is my belief that advertising in "Dallas" will help readers of the latter to appreciate to a greater degree than ever before the importance to them and the city of the fact that The Dallas Dispatch reaches more than 125,000 local readers every week day. I trust this advertising will also help "Dallas" further toward the goal it so justly deserves to reach and hold.

With every good wish for the continued and merited success of your magazine and yourself,

Sincerely,

The Dallas Dispatch Co.,

Chas. H. Newell,  
Vice-President.

### VARCO BUSINESS SYSTEMS

1501  
Commerce  
Street



X  
6414

UNITED AUTOGRAPHIC REGISTER CO.  
Principal Office and Factory: Chicago

## The Dallas Dispatch

Has won a distinctive place in the community as a constructive force in the upbuilding of Dallas for more than 16 years.

Proof of its success is to be found in the fact that in the matter of local display advertising in 1922 it was—

*The only Dallas newspaper to show a gain (on a six-day basis) for the last seven months of the year;*

*The only Dallas newspaper to show a gain in December;*

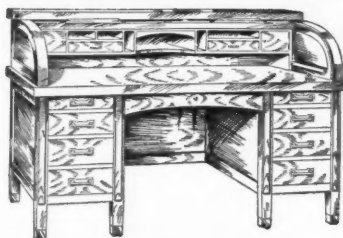
*And the only Dallas newspaper to show a gain for the entire year of 1922.*

Local advertisers know a result-getting medium. Chamber of Commerce members who have not yet availed themselves of The Dallas Dispatch Service can profit by the co-operation this newspaper is extending to its customers and its community.

## The Dallas Dispatch

Phone X-3421

DESKS  
CHAIRS  
SAFES



OFFICE  
SUPPLIES  
CABINETS

"Everything for the Office"

**Simpson-Whiteman Co.**

1521-23 Commerce St.

X-3957; X-7358



THE GENUINE  
EDISON DICTATING MACHINE

## The Ediphone

BUILT BY EDISON FOR BETTER LETTERS

PHONE X 6032

## K. H. M. DANIEL

214 BROWDER ST. DALLAS

# Month Records 100 New Concerns



**W**HILE January is usually a rather dull month in the matter of new concerns, the past month, with about 100 recorded, is an exception, and a good indication that 1923 will prove a record year in this respect. Following is a list of new concerns locating here during the month, of which the New Industries Department has record:

**Acme Auto Supply Company**, 2807 Elm Street; wholesale and retail automobile accessories; J. Witzman, manager.

**Acme Sprinkler Company of Chicago**, has opened sales office at 603 Mercantile Bank Building, with E. E. Duley as Southwestern manager, in charge of Texas, Oklahoma, New Mexico, Arizona and Louisiana. The company manufactures automatic sprinkler systems.

**Albright Film Company**, 1616½ Main Street, distributors of Government war pictures, has opened offices at above address to handle entire western half of the United States, with G. P. Albright as general manager.

**American Machine & Novelty Company**, recently incorporated with \$20,000 capital stock, has purchased plant of Dallas Machine & Tool Company, 2308 Live Oak Street, and is manufacturing ice pick holders, cotton tags and many other articles. C. T. Neitzel is manager.

**American Produce Company**, recently incorporated under Texas laws, by J. J. Reiter, J. Schepps and G. Schepps, is engaged in business at 2026 Cadiz Street.

**American Railway Association, Car Service Division**, has established offices at 1008 Insurance Building, as a means of giving better service to shippers in the Southwest.

**American Trust Company**, incorporated with \$25,000 capital stock by C. P. Collins, G. A. Chatfield and H. W. Gee, has opened offices in the Western Indemnity Building to engage in the business of buying and selling securities. H. W. Gee is manager.

**Amicable Petroleum Company**, handling fuel oil, distillate, gasoline, kerosene, etc., has opened offices at 907 Magnolia Building. T. C. Moss is manager and W. I. Corlett, Secretary-Treasurer.

**Army Equipment Company**, handling army clothing and equipment, has opened a store at 1703 Live Oak Street.

**Paul Armstrong, Inc.**, 1301 Broom Street, incorporated by Paul E. Armstrong, D. W. Tackett and E. M. Tackett, to engage in the wholesale meat business.

**Associated Dollar Tire Stores**, operating chain tire stores in twenty-five states, has established Texas headquarters and a retail tire store at 1933 Main Street, with Henry G. Dannelly as manager.

**Bankers Finance Company** has opened offices at 607 Slaughter Building, to do a general loan business. G. C. Harris is manager.

**Birtman Electric Company of Chicago** has selected Dallas as one of ten cities in the United States from which a nation-wide sales campaign will be directed in marketing the Magnetic house cleaner, a new vacuum cleaner manufactured by this company. District offices will be opened in Dallas by Fred C. Roegge, to have charge of Texas, Oklahoma, New Mexico, Louisiana, Arkansas, Mississippi and Western Tennessee.

**Casper-Kay Company**, 709 Elm Street, has been incorporated for \$16,000; I. M. Kay and M. Casper, incorporators; purpose, jobbers of women's and children's ready-to-wear.

**Central Life Assurance Society of the United States**, home office, Des Moines, Iowa, has established Texas headquarters at 1814 Magnolia Building, with E. K. Slack as general agent.

**City Abstract Company**, incorporated under Texas laws with \$25,000 capital, has established offices at 1120 Kirby Building; R. P. McGuire, manager.

**City Ice Delivery Company**, incorporated with \$50,000 capital, by M. D. Kennemer, C. E. Kennemer, and others.

**A. B. Clark** has opened a real estate office at 408 Slaughter Building.

**Cleve Dental Supply Company** has opened offices in the Wilson Building.

**Cleveland Discount Company of New Orleans** has opened offices in the Southwestern Life Building, with Sam D. Young as manager. This company is one of the largest in the country engaged in the handling of large city loans.

**Collins-Decker Company** has purchased the Riddle Phonograph Company music store at 1205 Elm Street, and will continue to operate it at the same location. This company's home office is at Greenville, Texas, and it operates several music stores in Texas, Oklahoma and Arkansas.

**Commercial State Bank**, Main and Poydras Streets, was opened for business February 1. The bank has a capital stock of \$200,000, and the following officers: George W. Riddle, president; W. A. Waldrop, active vice president; John S. Turner and J. H. Smith, vice presidents; W. F. Miller, cashier.

**Contractors' Bonding Syndicate**, recently incorporated with \$10,000 capital stock, by J. L. Costley, Ray McDonald and J. P. Kinney, has opened offices in the Slaughter Building.

**Cornite Gasoline & Oil Company** has been incorporated with \$15,000 capital stock; C. F. Cornelius, M. A. Knight and T. A. Knight, incorporators.

**Cowles & Company**, contracting engineers, have opened offices at 509 Insurance Building. The company was recently incorporated with \$10,000 capital stock; C. A. Cowles, Jr., president.

**Cresto Cleaners & Dyers** have established a cleaning and dyeing business at 609 Commerce Street.

**Crown Produce Company**, Brewer & Thomas, proprietors, is engaged in general produce business at 602 South Harwood Street.

**Dallas Cold Storage Company**, specializing in fur storage, has been established at 1301 Broom Street; H. M. Flanary, manager.

**Dal-Tex Investment Company**, recently incorporated with \$6,000 capital stock, to engage in the real estate and home building business, has opened offices at 911 Main Street. W. H. Newman, Sr., A. A. Zoll and K. S. Burge, incorporators.

**Daw-Mace Sign Company** has opened offices at 419 Mercantile Bank Building. H. B. Dawsey and J. S. McMillan are associated in the company, which specializes in animated color signs.

**E. R. DeForest** has established a real estate office at 1103 Main Street.

**DeLano & DeLano**, Chiropractors, have opened offices at 1803 Main Street.

**Dent-Schmidt Company**, manufacturers' agents, handling pumps, oilers, and other machinery, and a line of automobile accessories, have opened offices at 905 Insurance Building.

**J. W. Durham**, Chiropractor, has opened offices at 601 Melba Building.

**Faucette-Huston Company**, of Chattanooga, Tenn., manufacturers of automobile wheels, fenders, wheelbarrows, etc., have leased a part of the building at 401 South Lamar Street, for a Southwestern distributing branch.

**Fidelity Realty Corporation**, Kirby Building, has been incorporated with \$40,000 capital; A. W. Walker, H. W. Walker and James Walker, incorporators.

**Four States Oil Company**, F. W. Floyd, President, has established offices in the Western Indemnity Building.

**Fuller Construction Company** has opened office at 409 Southland Life Building.

**Galbraith-Foxworth Lumber Company** has purchased the business of the Lucy Lumber Company, Greenville Avenue and Mocking Bird Lane.

**General Advertising System**, stage scenery and motion picture equipment for schools and auditoriums, is now in business at 2411½ Main Street.

**General Auditors Corporation** has opened offices in the Southwestern Life Building.

**Globe Mercantile Company**, jobbers of a general line of merchandise, recently established offices and sample rooms at 715 Elm Street, with L. A. Wasserman as president and manager.

**Graham Electric Company**, electrical contractors, has opened offices at 1642 Bryan Street.

**Hammersley & Ward**, manufacturers' agents, have established offices and sample rooms at 1004½ Commerce St.

**F. Hanna** has opened a retail store at 1705½ Elm Street, specializing in Ladies' ready-to-wear.

**Howe Rubber Corporation of New Brunswick, N. J.**, has established distributing branch at 2112 North Lamar Street, with Ford Dix II, as Southern district manager.

**Industrial Electric Company**, 505 Exposition Avenue, was incorporated February 2, \$10,000 capital stock; J. B. McEntire, F. E. Casidy and P. N. Vinther, incorporators.

**Dr. H. G. Janson**, physician, has opened offices at 711 Wilson Building.

**W. Kemper & Son** have opened an agency for all kinds of insurance at 705 Insurance Building.

**George Ed King** has established a real estate office at 314 Southwestern Life Building.

**King Copper Finance Company**, incorporated with \$10,000 capital stock, by G. L. Pace, C. A. Hale and R. L. Pace, has opened offices at 504 Insurance Building.

**Kirkgard & King** have opened offices at 1312½ Commerce Street, to engage in the real estate, insurance and bonding business.

**McFarland Investment Company**, incorporated for \$200,000, has opened offices in the Mercantile Bank Building to deal in stocks, bonds, first lien mortgages and real estate. Incorporators are S. J. McFarland, C. C. Huff and M. B. Keith.

**McKinney Battery Company**, handling Vesta storage batteries, has opened a sales and service station at 2016 Main Street. A. L. McKinney, manager.

**Louise Macaulay** has opened offices at 1419½ Commerce Street, to engage in the cotton brokerage business.

**Mell Brin Company**, jobbing a large line of women's dresses, has opened a stock room at 710 Elm Street. This company will act as distributor in Texas, Oklahoma and Louisiana for the Lady Fair Dress Co., Radio Dress Co., Sam Dalmatz, and Hollow & Perlow, all of New York. Mell Brinn and Dan B. Myer are associated in the company, with Mr. Myer in active charge.

Gross R. Scruggs

SURETY

Insurance Bldg.



Robt. P. Price

BONDS

Phone Y-1887

Established 1898

**Mexican Investment Company**, doing an investment and loan business, has opened offices at 412 Republic Bank Building.

**John E. Miller, Chiropractor**, has opened offices at 505 Slaughter Building.

**Millionite Sales Company** has opened offices at 1300½ Commerce Street, for the distribution in Texas of "Millionite" crystal for radio reception.

**National Electric Inspection Service Company**, engaged in the business of inspecting homes to eliminate fire hazards, has opened offices at 1301 Elm Street.

**National Warehouse & Forwarding Company** has established a general warehouse and forwarding business at 2300-2400 South Harwood Street. The company was recently incorporated with \$80,000 capital stock by H. B. Wheeler, F. L. Robertson and C. P. Vaughan.

**Nichols & Martin Inc.**, have opened offices at 403 Mercantile Bank Building to engage in the general contracting business. The company was recently incorporated for \$50,000 by W. H. Nichols, E. L. Martin and H. F. Koch.

**Nu-Grape Company**, organized at Birmingham, Ala., for the manufacture of a new grape drink, has taken a ten-year lease on a building to be erected at South Ervay and Beaumont Streets, and will establish a Southwestern distributing branch there as soon as the building is completed.

**O. K. Battery Company**, 2035 Main Street, has been incorporated for \$25,000, by C. G. Lippincott and associates.

**Obear-Nester Glass Company** of St. Louis, manufacturers of bottles and glassware, have opened a branch office at 303 Gaston Building, with George W. Lanning as Texas manager.

**Oshorn's Lunch Room** has been opened at 1517 Commerce Street.

**Pecos Valley Sulphur Company** has opened offices at 316 North Ervay St.

**Pence Construction Company**, has opened offices at 1608½ Main Street, to engage in the general contracting business. C. W. Pence and A. A. Zoll are partners in the company.

**J. D. Perry, publisher**, has opened an office at 312 Magnolia Building.

**Pillsbury Flour Mills Company** of Minneapolis has opened general offices for the Southwest in the Mercantile Bank Building, with William K. St. Claire as manager. Distribution of the company's products throughout the Southwestern States will be handled by this office.

**Planters & Merchants Mills Inc.**, Culver & Hunter, fiscal agents, have opened offices at 204 Southland Life Building. This company is now building a cotton mill at New Braunfels, and expects to build others in Texas.

**Harry M. Pollok**, oil operator, has opened offices at 1815 Magnolia Building.

**Prince & Glover** have opened a tailoring business at 1611 Commerce Street.

**Redman & Cox** have opened offices at 321 Slaughter Building to engage in the insurance business.

**E. F. Roby**, handling a line of school and church furniture, has opened offices at 203 Southland Life Building.

**Rose Manufacturing Company**, 704 Elm Street, was recently incorporated for \$200,000, by A. G. Cooper, Ben Haas and Arthur Rose; purpose, manufacture of women's and children's clothing.

**W. T. Russell & Company** have opened a real estate office at 100 Gaston Building.

**Service Sales Company** has established a retail automobile accessory business at 2107 Main Street.

**Milton M. Silberman**, oil operator, has opened an office at 1415 Southwestern Life Building.

**Philip G. Sloan**, representing the United States Stamping Co., K. Kamenstein (Japanned ware), Indiana Aluminum Company, Fagley & Halpin (tinware) and the Buckeye Aluminum Company, has opened sample rooms in the Gaston Building.

## When Does Your Lease Expire?

If your lease is expiring in the near future, or if you require more space, the obtaining of suitable warehouses and stores demands your immediate attention.

There is a limited amount of good space to be had at this time that can be leased for immediate or future possession.

Write us for further information.

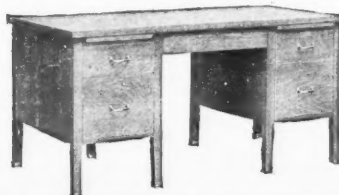
## Roy A. Nelson Company

Realtors

Magnolia Bldg.

### OFFICE FURNITURE

  
FILING  
EQUIPMENT



  
EFFICIENCY  
DESKS

STANDARD DESKS—STOW & DAVIS "MATCHED SUITS"

**STEWART OFFICE SUPPLY CO.**  
1810 MAIN ST. Y 6584 DALLAS

**Smith Bros. Inc.**, Central Bank Building, have been granted Texas charter, \$1,100,000 capital stock, and will engage in the general contracting business under that name. J. H. Smith, F. A. Smith, W. Brodnax and R. J. Windrow are associated in the company.

**Southern Appliance Company**, 206 South Akard Street, has been incorporated under Texas laws and will represent the Coffield Washer Company and other manufacturers of household electrical devices in the sale of their products in Dallas and distribution throughout the State. J. R. Cutler is manager.

**Southern Nut & Nut Products Company**, jobbers and importers of fruits and nuts and manufacturers of nut products, have established their business at 116 North Lancaster Avenue. J. H. Ball, Sr., Roy R. Ball and J. Henry Ball, Jr., all of Sherman, are interested in the business.

**Southland Hatters** have opened a new hat cleaning and pressing and cleaning establishment at 1210 Main Street, with Gus Barunas as manager.

**Stewarts Inc.**, chartered by W. N. Stewart, John Gray and D. B. Suggs, with \$20,000 capital stock, has established a unique stationery supply and specialty shop at 1614-A Elm Street, with Mr. Stewart as manager.

**Strauss Inc.**, 819 Elm Street, was recently incorporated by Sam Strauss, Joe Strauss and I. S. Baum, with \$10,000 capital stock. The company deals in women's clothing.

**Strickland Land Company**, handling real estate, has opened an office at 2029½ Main Street.

**A. W. Swanson & Company** have established a produce business at 2005 Cadiz Street.

**Tate & Schirmer**, State agents for the Superior Ink Manufacturing Company, have opened an office at 313 Slaughter Building.

**Texas Quick-Lite Company**, handling Quick-Lite lamps, lanterns, lighting systems and heating devices, has opened

a State distributing branch at 409 North Akard Street.

**Texas X-Ray & Supply Company**, dealing in X-Ray equipment, has established an office at 1634 Bryan Street.

**Texpolite Building & Loan Association**, with offices in the Interurban Building, has been incorporated with an authorized capital stock of \$500,000, for the purpose of building homes for employees of the Texas Power & Light Company. J. E. Van Horn is president, and J. B. LeBow, secretary-treasurer.

**Trinity Drilling Company** has been incorporated by W. L. Todd, F. R. Schneider and W. J. Morrison, with \$35,000 authorized capital.

**United Auto Accessories & Lubricating Company** has established an automobile accessory and tire business at 1705 Young Street.

**Willis-Fleming Realty Company** has opened offices in the Melba Theater Building. S. C. Willis and S. S. Fleming are associated in the company.

**Wilson Building Beauty Parlor** was recently opened at 739 Wilson Building.

**Young & Company**, wood finishers, have opened a plant at 315 Henry St.

**Yuba Refining Company** of Nacogdoches, manufacturing motor oils, greases and a general line of lubricants, has established district offices at 1101 North Beckley Avenue and a warehouse at 410 Main Street. Jack Estes of Dallas and F. C. Hazle of Nacogdoches will act as distributors in charge of the North Texas district.

### Do You Know

Miss Margaret Crozier

Dallas Mailing Company

Better Letter Service

X-6048





# Dependable Evidence of the

## TABLE SHOWING GROWTH IN POPULATION

The following table shows the steady growth of Dallas in population, the figures up to 1910 being from the Federal census and representing only the city limits and from 1910 to 1922 being from Worley's City Directory and representing the incorporated limits and adjoining suburbs:

1870	2,960
1880	10,358
1890	38,067
1900	42,638
1910	100,000
1911	100,560
1912	105,913
1913	116,834
1914	130,516
1915	130,525
1916	135,000
1917	150,720
1918	152,780
1919	167,584
1920	189,244
1921	201,088
1922	215,498

## ASSESSED VALUATION OF CITY FOR 22 YEARS

Statistics from the City Tax Assessor's office show a gain of 800% in Dallas' property values in 22 years. Property in Dallas is assessed at 50% of its real value. The decline in 1922 as compared with 1921 is due to the deflation period, felt throughout the Nation.

1900	\$ 23,016,600
1901	23,984,900
1902	25,934,600
1903	32,527,150
1904	38,502,275
1905	39,834,475
1906	46,490,325
1907	49,592,234
1908	60,249,976
1909	62,288,729
1910	74,728,800
1911	89,430,575
1912	94,646,800
1913	107,970,200
1914	116,863,175
1915	118,663,175

1916	120,523,350
1917	136,988,075
1918	146,597,250
1919	156,114,150
1920	175,114,150
1921	192,377,825
1922	188,193,800

## ATTENDANCE AT DALLAS' PUBLIC SCHOOLS

1907	13,420
1908	13,635
1909	15,673
1910	16,596
1911	17,764
1912	18,110
1913	20,334
1914	21,512
1915	24,393
1916	27,005
1917	26,341
1918	27,229
1919	32,644
1920	33,006
1921	35,437
1922	35,833

## NUMBER AND VALUE OF BUILDING PERMITS

Year	No. Permits	Value
1905	1530	\$ 2,988,504
1906	1710	3,181,274
1907	1612	2,843,470
1908	1467	2,306,098
1909	1692	3,393,683
1910	1759	3,196,030
1911	1755	5,423,369
1912	1826	4,969,638
1913	2233	8,481,580
1914	1851	5,544,597
1915	1333	3,422,512
1916	1522	4,193,284
1917	774	3,505,139
1918	555	1,667,730
1919	1596	14,295,520
1920	2659	13,755,219
1921	4453	15,000,206
1922	4556	18,646,988
1922 (Greater Dallas)		20,622,000

## DALLAS' STEADY GROWTH IN POSTAL RECEIPTS

1891	\$ 109,538
1892	115,465
1893	118,895

1894	128,006
1895	126,007
1896	142,008
1897	142,009
1898	158,010
1899	174,011
1900	197,012
1901	230,013
1902	264,014
1903	289,015
1904	337,016
1905	392,017
1906	458,018
1907	513,019
1908	529,020
1909	607,020
1910	687,021
1911	769,022
1912	798,023
1913	1,002,024
1914	1,075,025
1915	1,073,026
1916	1,234,027
1917	1,400,028
1918	1,500,029
1919	2,200,030
1920	2,365,031
1921	2,394,032
1922	2,631,033

## REAL ESTATE TRANSFERS DALLAS COUNTY

1900	\$ 4,651
1910	26,750
1919	45,436
1921	49,674
1922	50,438

## METERED WATER CONNECTIONS

1918	2013
1919	2114
1920	2215
1921	3016
1922	3117
1923	3218

## GROWTH IN NUMBER OF TELEPHONES HERE

Year	Telephone Station
1900	1
1901	2
1902	3
1903	4
1904	5
1905	6



# of the Growth of Dallas

128,006	8,745
126,007	10,853
142,008	12,655
142,009	13,020
158,010	14,667
174,011	16,927
197,012	19,388
230,013	21,882
264,014	25,468
289,015	25,308
337,016	26,360
392,017	28,450
458,018	28,444
513,019	36,159
529,020	36,159
607,020	37,494
687,021	38,650
769,022	44,363

## TELEGRAPH BUSINESS

J. C. Jackson, city superintendent of the Western Union Telegraph Company, reports that the receipts of the local office have increased 1,000% in the past ten years. He also says Dallas has the third largest telegraph office in the United States, being out-ranked only by New York and Chicago. The local office employs 2,000 people and annual salaries aggregating \$3,000,000, and the office handles 3,500,000 messages a month or 42,000,000 a year.

## GROWTH AS INDEXED BY GAS METERS

	No. of Meters
1907	8,743
1910	10,750
1911	13,038
1912	16,093
1913	19,398
1914	21,069
1915	22,816
1916	24,745
1917	27,278
1918	29,232
1919	31,341
1920	35,142
1921	39,826

## GROWTH OF DALLAS POWER & LIGHT CO.

	Customers on Lines.
1917	24,693
1918	24,837

1919	28,559
1920	31,227
1921	34,877
1922	39,471

Average of 5 persons per customer for population.

Average Annual Peak Load on Plant in KW:

1917	13,200
1918	15,600
1919	18,700
1920	21,100
1921	20,500
1922	24,200

## Property Value:

1917	\$4,958,982.03
1918	5,671,000.00
1919	6,305,000.00
1920	7,492,320.42
1921	8,137,500.00
1922	8,666,000.00

Increase in 5 years \$3,707,017.97.

## BANK CLEARINGS

1915	\$ 356,300,598
1916	400,000,000
1917	790,312,779
1918	1,076,092,264
1919	1,631,376,165
1920	1,868,685,312
1921	1,301,332,809
1922	1,418,252,842

## BANK DEBITS TO INDIVIDUAL ACCOUNTS

1919	\$1,930,000,000
1920	2,181,901,000
1921	1,749,401,000
1922	1,865,414,000

## BANK DEPOSITS

1915	\$ 30,187,446
1918	63,959,988
1919	141,941,733
1920	94,354,637
1921	92,508,244
1922	116,452,733

## BANK RESOURCES

1900	\$ 7,251,000
1910	26,537,140
1915	43,399,929
1918	98,173,945
1919	164,004,049
1920	134,829,703

1921	119,017,704
1922	141,972,488

## RETAIL BUSINESS

1920	\$250,000,000
1921	200,000,000
1922	225,000,000

## DALLAS FACTORY OUTPUT

1904 Federal census	\$15,628,000
1909 Federal census	26,959,000
1914 Federal census	31,065,000
1919 Federal census	93,650,000

Factory output in Dallas County in 1919, \$116,160,150.

## JOBGING BUSINESS

1910	\$125,000,000
1917	262,000,000
1918	300,000,000
1919	415,000,000
1920	600,000,000
1921	450,000,000
1922	500,000,000

## MOTOR VEHICLE REGISTRATION IN DALLAS COUNTY

January, 1919	22,685
January, 1920	23,811
January, 1921	27,248
January, 1922	33,735
January, 1923	39,847

## PASSENGERS CARRIED BY STREET RAILWAY

1910	26,542,012
1911	29,840,525
1912	33,559,924
1913	39,569,040
1914	39,742,524
1915	29,453,294
1916	31,475,870
1917	31,298,037
1918	40,489,196
1919	55,385,578
1920	62,632,052
1921	60,935,075
1922	64,760,122

## EXPRESS BUSINESS

Dallas ranks first among all cities of the Nation in express business per capita and fourteenth in total volume of business, according to F. S. Knouse, local agent of the American Railway Express Company.

# E. C. BLESI HEADS DALLAS AUTOMOBILE CLUB



E. C. BLESI

At the annual meeting of the Dallas Automobile Club held in January, E. C. Blesi was elected president, to succeed Geo. R. Angel, who has served for two years. The other officers elected are: W. N. Chrestman, 1st vice president, W. C. Marshall, 2nd vice president, Jno. A. Fisher, 3rd vice president, Ewing S. Moseley, secretary-treasurer, and the following directors: Frank Rogers, Frank Behrends, A. P. Jaap, C. J. Crampton, Otto Lang, E. L. Fisher, E. P. Turner, Parker V. Lucus, and E. D. Balcom.

Mr. Angel gave a general resume of activities of the Club. He showed conclusively that the Club was doing a work directly protecting and serving the Dallas Automobile owner.

Mr. Blesi announced the intention of starting a strenuous campaign to increase the membership very materially. "I think every automobile owner should support the Dallas Automobile Club because he is depending upon this Club to protect his interests on legislation and taxation against the motorist," said Mr. Blesi in his acceptance address. "There are several Bills pending at Austin which tax the motorist. Do the Dallas auto owners—Packards and Fords alike—want to sit still and accept these tax assessments without investigating their merit? I believe in proper governmental taxation whether against the motorist, the farmer, the banker, or the merchant, but an exorbitant tax against a fellow just because he owns an automobile should be prevented. And, the only way to kill it is for Automobile Clubs all over Texas to get busy right now, and we shall look into all these Bills for the Dallas motorist.

"The dues of the Club, including membership fee, are \$10 a year. The Club invites any motorist to become a member. In fact, every man owning an automobile owes his support to the Dallas Automobile Club, as this Club supports him in many ways."

## THE BERGER MANUFACTURING CO.

### BERLOY SHEET METAL PRODUCTS

MAIN OFFICE AND WORKS, CANTON, OHIO.  
DALLAS, TEXAS  
CORNITH AND PEARL STREETS

January 16, 1923

Chamber of Commerce,  
Dallas, Texas

Gentlemen:

You, no doubt, recall that we opened our establishment July, 1921, and like all new comers, we had to develop new customers, and to do this it was necessary to familiarize the people of Dallas, and the adjacent territory, with the superiority of our products. This necessitated our analyzing various advertising mediums that would give us immediate and good results.

Three months ago we decided to try a full page advertisement in three issues of "Dallas", your official publication, and we are very happy to report that our advertisement has given us a good volume of business, and brought us many inquiries, which assures us that "Dallas" has enabled us to establish our name and our products in the institutions receiving this publication.

From the results that we have secured we have absolutely no doubt that "Dallas" is carefully read by the executives of various institutions. We attribute this to the fact that the publication is attractively prepared and contains many interesting items relative to the development of Dallas, her institutions and her people, all of which makes the magazine of interest to the old Dallasites, and enables the newcomers to familiarize themselves with the past history, the present development and the future aims of Dallas.

Having faith in the pulling power of "Dallas" it is a pleasure to us to herewith enclose our contract for one year covering one full page advertisement in each issue.

We have faith in "Dallas" as an advertising medium for results, particularly for our products, and we, therefore, recommend to the old institutions, but more particularly the new institutions, "Dallas" as an advertising medium that is a "getter" of business.

Yours very truly,

THE BERGER MANUFACTURING CO.,  
Geo. P. Galvin, Manager.

LG.

## CANNON BALL TOWEL SUPPLY CO.

2009 Orange Street

DALLAS, TEXAS

Everything furnished in the Towel Supply Line

Service Unexcelled

Phone X-2736

## THE NATIONAL BUSINESS SYSTEMS & AUDIT COMPANY

508 Insurance Building  
Dallas, Texas

L. O. Dailey, C. P. A. (N. A.)  
E. J. Dean, C. P. A. (N. A.)  
Wm. A. Adams, C. P. A. (N. A.)

M. K. Wilks  
Eldon E. Simpson  
A. M. Taber

Members of National Association Certified Public Accountants, Washington, D. C.

## LEWIS SYSTEM

Makers of

HIGH GRADE SIGNS and SHOW CARDS

Phone X-1147

1413 Pacific Ave.

## Retailers Choose W. H. Wray as Chairman



W. H. WRAY  
Chairman Retailers' Division

**I**N keeping with the 1923 plans of the Retail Merchants' Division of the Chamber of Commerce, to create sub-committees representing all lines of retail business in Dallas, and to have representatives from each group in the board of advisors, an automobile division and a paints division were formed at the annual meeting held in Bambooland of the Adolphus Hotel at noon Tuesday, January 16th, when nine directors were elected for the ensuing year.

The new directors are Harold Volk, who succeeds George Volk, whose death occurred last year, in the shoe group; Arthur L. Kramer, department stores; W. B. Russell, Jr., paints; R. C. Langley, automobiles; and Tom Griffiths, miscellaneous. The old members of the board who were re-elected were: A. A. Everts, jeweler; D. L. Whittle, music; W. H. Wray, furniture; and W. R. Wilson, hardware and sporting goods.

Following the annual meeting, a meeting of directors was held and W. H. Wray of Fakes Furniture Company was elected Chairman of the Advisory Board for the ensuing year. D. L. Whittle was elected Vice-Chairman, and J. B. Adoue, Jr., Treasurer. Melvin K. Hurst, retiring chairman was given a rising vote of thanks by the Board for his untiring efforts in the work of the department for the past two years.

W. C. Connally Jas. P. Thomas  
We specialize in high class  
✓ Homes, Business, Industrial  
and Trackage Properties  
**CONNALLY & THOMAS**  
Realtors PHONE Y-5450  
403 SCOLLARD BLDG.

## Are You Coming to Dallas?

With the largest force of trained men in their respective lines in the city, specializing in City Real Estate in all its branches, we are specially equipped to render valuable service to the new citizen of Dallas.

We have located many of the larger as well as smaller business houses moving to Dallas, and will refer you to them as our best references for

*"Dependable Real Estate Service"*

## Rucker & Jones

REALTORS

Adolphus Annex

## Dallas Title & Guaranty Co.

ABSTRACTS



TITLE INSURANCE

**The Seal of Safety**

EDWARD GRAY  
President

Second Floor Dallas Trust & Savings Bank Bldg.

C. P. HAYNES  
V. P. & Title Officer

EALY J. MOSES  
Secretary

Under Supervision Commissioner of Insurance

## The Dallas Transfer Co.

*Distribution and Warehousing*

The Oldest Transfer and Warehouse Company in Dallas. We specialize in assembling Household Goods and Automobiles for shipment in carload lots, thereby saving you money and insuring safe handling.

Select your Warehouseman as you would your Banker.

We store and distribute Merchandise and Household Goods of all kinds.

We will appreciate your inquiries for our services.

400-414 Poydras Street, DALLAS, TEXAS



## Business Leases and Factory Sites

Our organization makes a specialty of selling and leasing business property, warehouses and factory sites. Years of experience fit us to render valuable service to all interests desiring to locate in Dallas. Complete data on all choice locations furnished upon request.

### Ballard Burgher & Company Realtors

1205-6-7-8 Praetorian Building

X-6543

"The Carbon Paper and Typewriter Ribbons of Individuality"

### BEAUVAIS TYPEWRITER COMPANY

SUPPLY MFG.

Dallas Branch

312 SOUTH ERVAY ST.

PHONE Y-2984

### CROCKETT, COUCHMAN & CRAWFORD

Members American Institute of Accountants  
Certified Public Accountants

NEW YORK

ST. LOUIS  
KANSAS CITY

DALLAS

TULSA  
OKLAHOMA CITY

### KIRKPATRICK-THOMPSON CO.

Paul R. W. (Bob)

INSURANCE OF ALL KINDS—SURETY BONDS

Standard Stock Companies Only

PHONE US X-7184

604-30 PRAETORIAN BLDG.

### AUTOMOTIVE ELECTRIC CO.

Southwestern Distributors

Starting, Lighting, Ignition, Genuine Electrical Parts. Quality Radio  
Supplies and Equipment

913-19 S. Ervay.

Dallas, Texas

### W D A O

Broadcasting Station

### REDUCED FREIGHT RATES TO DALLAS

from

CHICAGO, ST. LOUIS, CLEVELAND, DETROIT, ROCK-  
FORD, BUFFALO and PITTSBURGH.

UNIVERSAL SERVICE is second only to EXPRESS, and  
offers rates considerably under the regular railroad rates.

For further information, call Y-2401.

### UNIVERSAL CARLOADING & DISTRIBUTING CO.

911 Marion St.

Dallas, Texas.

## Before You Invest-- Investigate

By Hugo Swan, Manager-Counsel  
Better Business Bureau of Dallas.



T is variously estimated that from one half billion to a billion dollars are lost each year by investors in worthless securities. People in Texas, and more particularly in Dallas, are no doubt losing their proportionate share in this manner.

An automobile manufacturing company with headquarters in Dallas had 30,000 stock holders and sold stock to the amount of \$1,000,000.

Another Texas company sold stock to the amount of \$5,000,000. Three dollars out of every five dollars that was paid into the company went to promotion and good will according to information in the Bureau files. The concern never had a chance to succeed and finally went into bankruptcy.

Another Texas promotion sold stock to the amount of \$3,000,000. The man who promoted it secured 40% of this money for his services. Again it was a case of robbing a child of its birthright before it was born and the concern went into bankruptcy.

An Oklahoma investment insurance concern, which had its Texas headquarters in Dallas, failed some time ago. It was both theoretically and practically unsound. Yet, the concern operated with the sanction of the Texas Banking and Insurance Commissioner and this sanction was used effectively in all of its advertising to promote the sale of stock.

#### Where Most of the Money Goes

ANOTHER Dallas concern which is selling stock today in other places in the United States has secured more than \$1,000,000, from stock holders. The Bureau has information to the effect that nine-tenths of this money has gone into organization, good will and patents.

Recently an oil company sold stock in Dallas although the man promoting it had a criminal record and had taken in more than a million dollars in various other promotions without ever having paid a single cent in dividends.

Thus, we might go on and tell about various facts that have been disclosed through investigations of the Better Business Bureau, showing how the citizens of Dallas have been robbed or are being robbed of their savings.

Strange to say, there are people in Dallas who think that a matter of this character should not concern them. There are people in Dallas who applaud a prison sentence of ten to twenty years for the man who has the boldness to hold up another, and yet these same people feel sympathy for a man who was given only five years in prison because of his fraudulent activities in a certain promotion company, which involved the amount of one million dollars of 30,000 people's savings.



No organization or group of people in Dallas has ever worried very much about these matters until the Better Business Bureau was organized in 1920. Since that time the Bureau has furnished reports of these investigations to the newspapers and to other sellers of advertising space with the result that this avenue of promotion has been denied to the fraudulent promoter.

Yet the Bureau feels that this is not sufficient. Stock promoters employ high-powered salesmen and have little difficulty in securing the savings of the working man although the promotion is denied the prestige of newspaper advertising.

The Bureau has long felt that it should do something more in the protection of the public.

#### Campaign Plan Outlined

**T**HUS it is that the Better Business Bureau is now launching a "Before you Invest-Investigate" campaign. Placards have been printed containing this message and are being distributed to Bureau members and their employees. News articles regarding the work have already appeared and no doubt will continue to appear from time to time so as to impress this lesson on the small investor. Naturally the Bureau can only function in a publicity way to the general public. However, Bureau members and their employees may also secure reports from the Bureau regarding the concerns in which they contemplate investigating.

Mr. Rhodes S. Baker, of the law firm of Thompson, Knight, Baker & Harris, addressed an open meeting to the business men of the city January 25, telling of the Bureau's work in this regard.

This phase of the Bureau's work is new in Dallas, but has already been operating in twenty cities throughout the United States. For instance, the leading bankers of such cities as St. Louis, Cleveland and Boston are giving both of their time and their money to protect the small investor by this means.

This is a movement that deserves the support of every business man, no matter what the field of business in which he may be engaged. For it naturally follows that the man or woman who invests his or her savings in some illegitimate enterprise will not have money to buy a home, an automobile or a suit of clothes, etc. The man who has people in his employ is doubly interested since the employee whose savings have been lost in some unscrupulous promotion also loses his morale and is not as good a workman as he otherwise would be.

The Better Business Bureau which is sponsoring this work is a democratic organization with more than 150 of the representative firms and individuals of the city as members. The officers and directors are as follows:

E. J. Gannon, President; Henry Camp Harris, C. E. Calder; Sam Egger, Secretary-Treasurer; Eli Sanger, W. H. Wray, E. Gordon Perry, L. Lee Pandres, J. W. Howerth, Ray Allen, Gus Roos; Hugo Swan, Manager-Counsel.

# How's Business?

**T**HAT is the question upon every business man's lips today--and there is only **ONE** answer:

**IT IS GOOD FOR THOSE WHO  
GO AFTER IT!**

Intelligent advertising is the shortest route to improved business conditions. Publicity and Exploitation properly directed must be fully recognized as one of the most important factors in selling, if business is to enjoy a steady upward trend.

We *plan* and *execute* successful sales propaganda and spread it broadcast over the most fertile fields. Our experts will advise you upon your most intricate advertising and merchandising problems.

This service is offered to those who are looking for bigger sales. Your office or ours—at *your* convenience.

Publicity	Exploitation
Advertising	Propaganda
Specializing in the promotion of	
Expositions	Industries
Motion Pictures	Municipalities

**LAWRENCE O. GORDON CO.**

5th Floor Melba Theater Bldg.

Y-1979

## Industrial Lighting

Proper illumination for factories and other industries requires careful analysis, then thoughtful application of consistent lighting plans.

Remember! Suitable illumination is an insurance against eye strain, and accidents, and results in greater happiness, better health, and increased efficiency, for every worker.

## Dallas Power & Light Company

### S. KOENIGSBERG, Inc.

See Our Spring Suitings  
TAILORS AND IMPORTERS  
1306½ Main St.

### Prevent Fire—Protect Your Property Smith Detective Agency and Nightwatch Service

Geo. A. Smith, President  
720-722 Kirby Building Dallas, Texas Phone X 1665  
Burglar Alarms, Watchmen, Signal Service Boxes, Detectives Furnished by a Dallas Institution

### A Convenient Bank

Open daily, 9 a. m. to 8 p. m.  
Saturday 9 a. m. to 10 p. m.

### THE REPUBLIC NATIONAL BANK

Capital Surplus  
\$1,000,000.00 \$125,000.00

J. L. BURGESS L. E. BURGESS  
S. P. SADLER M. N. CHRESTMAN  
O. D. BRUNDIDGE O. A. FOUNTAIN  
H. A. BATEMAN

### BURGESS, BURGESS, SADLER, CHRESTMAN & BRUNDIDGE

Attorneys  
1107-1111 Southwestern Life Bldg.  
General Civil Practice  
Specialties—  
Corporation, Insurance, Machinery and  
Real Estate Practice.

## Convention List For 1923 Revised to Date



URING the month of January, 1923, seventeen conventions, with attendances of from 300 to 800, were held in Dallas.

The Texas Hardware and Implement Dealers Association selected Dallas as the meeting place in 1924, this being the eighth consecutive time for their meeting in Dallas, followed by the induction of new officers, some of whom are as follows: President, Bert Beall, Greenville; 1st Vice-President, T. C. Thompson, Canyon; 2nd Vice-President, Bland Smith, Bonham; 3rd Vice-President, J. D. Martin, Bryan; Sec'y-Treas., A. M. Cox, Dallas.

Directors: T. B. Sammons, Mission; Carl Monk, Nacogdoches; Avery Dowell, McKinney; O. B. Hocker, Clarksville; Hugh Smith, Haskell; Jno. C. Ross, Austin; Jno. T. Day, Hamlin; Harry B. Nichols, Robstown; Sam L. Randlett, Lancaster.

Advisory Committee: Sam Crowther, San Angelo; Oscar J. Rea, Clifton; Will Leslie, Sherman.

The Dallas Hardware and Implement Club and the Texas Hardware Jobbers' Association were hosts to the members and visitors attending the convention and provided a very elaborate program and entertainment.

Another large and important convention held during the month of January was the Texas Farm Bureau Federation, with an attendance of over 600, at the close of which W. D. Farris, of Ennis, was elected President, Harry Williams, of Mesquite and Dallas, was elected Vice-President. Directors elected were L. R. Campbell, of Italy; Joe A. Parrish, of Hortense; Alf Griesenbeck, of Bastrop; L. Gough, of Hereford; H. W. Cabe, of Vernon; Lawrence Moore, of Brownwood, re-elected; John T. Montgomery, of Tynan, re-elected; W. F. Mottier, of El Campo, re-elected; and B. C. Lightfoot, Sr. of Alvarado, re-elected.

Other large and important conventions held during the month were: Automobile Underwriters of America; Baptist Associational Missionaries, Field Secretaries; Water and Filter Plant Operators of Texas, Oklahoma and Louisiana; Master Cleaners of Texas; North Texas Wholesale Grocers Association; Texas Jersey Cattle Club; North Texas Association of Life Underwriters; Older Boys' Conference; Texas State Board of Medical Examiners and Optometrists; County Boys' Clubs; Dallas County Farmers and Bankers Cotton Meeting. In addition to the above there were several smaller meetings held.

#### FEBRUARY, 1923

Texas Association of Shippers, February 22.  
Third Annual Dallas County Methodist Training School, February 11-17.  
Automobile Show, February 12-17.

#### MARCH, 1923

Texas Independent Telephone Association, L. S. Gardner, Texas Telephone Co., Waco, Sec'y.; J. A. Stratton, Kellogg S. & S. Co., Dallas, Director; C. Echols, Elec. Appliance Co., Dallas, Director.

Rebekah State Assembly, March 19; Mrs. A. Bedell, 4718 East Side Ave., Dallas, Sec'y.

Grand Lodge, I. O. O. F. of Texas, March 19; Mr. E. Q. Vestal, 312 North Texas Bldg., Dallas, Sec'y.

Postal Employees of Texas, March 31; John W. Philip, Postmaster, Dallas.



DESKS, CHAIRS  
FILING CABINETS  
**Vance K. Miller Co.**  
1917 Main  
Phone Y 3801; Y 6713

**Makes the Office a Better Place  
To Work In**  
You'll Miss Typewriter Noise Like You  
Miss a Headache.

**The Noiseless Typewriter**  
F. PRUTER, Dist. Sales Agent  
219 Mercantile Bk. Bldg. X-5304

### C. T. Lynn & Co.

ACCOUNTANTS AND AUDITORS

4528 ASH LANE, DALLAS, TEXAS  
Telephone H-8618

Audits—Systems—

INCOME TAX

Adjustments

### Putnam & Davis

Architects  
Mercantile Bank Bldg.  
Dallas, Texas  
Phone X-6564

Specializing in industrial and commercial  
work.

### Lang & Witchell

Architects and Structural  
Engineers  
American Exchange National  
Bank Bldg., Dallas



Call  
**Flexlume Service**  
X 5003

Expert designers and  
manufacturers of original  
raised glass letter electric  
signs.

420 Slaughter Bldg.



Meet  
**C. N. REYNOLDS**  
DALLAS MAILING CO.,  
1320½ Commerce St.

#### APRIL, 1923

Texas Cotton Ginners' Association, C. B. Hunt, Abilene, Sec'y.; Dallas office, 3115 Commerce St.  
National Industrial Traffic League; April 18-19, J. H. Beck, Sec'y., 111 W. Washington St., Chicago; A. H. Reed, Manager Transportation Department, Dallas Chamber of Commerce, local member.  
Grand Commandery Knights Templar of Texas, April 4, J. D. Kidd, 211 Fannin St., Houston, Sec'y.  
Texas Lumberman's Association, Jack Dionne, Houston, Sec'y., April 12-14.

#### MAY, 1923

Texas Investment Bankers Association, May 15-17; S. R. Fuller, Austin, Sec'y.; W. G. Breg, Dallas, Pres.  
Texas Retail Jewelers Association, Marcus Baerwald, 1213 Main St., Dallas, Sec'y.  
Texas Music Dealers Association, Will A. Watkins, 1207 Elm St., Dallas, Sec'y.  
Texas Bankers Association, May 15-17. W. A. Philpott, Jr., Kirby Bldg., Dallas, Sec'y.  
State Federation of Labor; Robert McKinley, Box 417, Temple, Sec'y. Week of May 27th.  
State Council of Carpenters. (Meets in connection with State Federation of Labor).  
State Conference of Painters. (Meets in connection with State Federation of Labor).  
Allied Printing Trade Conference, C. W. Fisher, 2614 Travers Ave., Fort Worth. (Meets in connection with S. F. of L.).  
Master Sheet Metal Contractors of Texas, J. O. Walsh, 1216 Commerce St., San Antonio, Texas. (Meets in connection with S. F. of L.).  
Scottish Rite Masons Reunion, May 7-10.

#### JUNE, 1923

Tax Collectors, District and County Clerks, John H. Lowery, Court House, Dallas, local member.

#### JULY, 1923

Sacred Harp Singers of Texas, Mrs. J. T. Walton, Worth St., Dallas, Sec'y.  
Lutherans' Lone Star Walther League, E. F. Wilkening, Austin, Texas, Pres.

#### AUGUST, 1923

North Texas Stewards Clubs.

#### SEPTEMBER, 1923

State League of Nursing Education.

#### OCTOBER, 1923

State Fair of Texas, W. H. Stratton, Sec'y. Oct. 13-28.  
Texas Chiropractic Association, October. L. F. Stauffer, San Antonio, Sec'y.

#### NOVEMBER, 1923

Southwestern Ice Manufacturers Association; J. Mitchell, Temple Ice & Ref. Co., Temple, Texas, Sec'y.

#### DECEMBER, 1923

Delta Sigma Phi Fraternity, Dec. 29-31. A. W. Defenderfer, 24 Wyatt Bldg., Washington, D. C., Sec'y.

### Dallas-Wichita Falls Train Restored

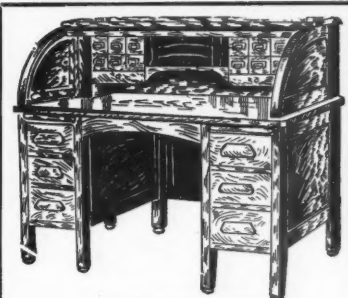
Night service between Dallas and Wichita Falls over the Missouri, Kansas & Texas Railroad was resumed last month. This train, the "Oil Field Special," was discontinued during the shopmen's strike. The Traffic Department of the Chamber is highly appreciative of this action by the Katy, as for some time they have been endeavoring to get the train restored.

### Birth and Death Rate Here in 1922

The birth rate in Dallas in 1922 was 23.9 per 1,000 population, according to Miss Birdie Smith, registrar of vital statistics, City Health Department. The death rate was 12.8, with 2,173 persons dying in 1922. Of the 199 who met violent deaths, 26 were killed in automobile accidents.

### Katy Granted Charter

Charter has been granted to the reorganized Missouri, Kansas & Texas Railway lines of Texas. The new corporation is capitalized at \$1,400,000 and headquarters are continued at Dallas.



**NEW AND USED  
OFFICE FURNITURE**  
ASKEW OFFICE FURNITURE EXCHANGE  
L. E. Askew, Mgr.  
310 North Akard St.  
Near Pacific Phone Y 1220

### COCHRAN & HOUSEMAN General Insurance

Agency Established 1880  
202-7 REPUBLIC BANK BUILDING,  
1305-7 Main Street,  
Dallas, Texas  
Phones X 2704 X 2668



### Adolphus Auto Rent Co.

Phone X 6111

Touring Cars  
Limousines

The Spirit  
of Service

J. R. Bower, Pres.  
S. D. Ray, Mgr.

### Hanway & Williams

INSURANCE IN ALL ITS BRANCHES  
203 Central Bank Bldg.  
Telephone X-3822  
Members of Dallas Chamber of Commerce

We are in position to save you money on  
your commercial photographs.  
Every exposure guaranteed. Try us.

### Raymond Studio

Harry Bennett, Prop.  
Phone X-1384 2004 McKinney Ave.

### MANETT, SEASTRUNK & BUCKNER

ELECTRICAL CONTRACTORS

"25 Years Wiring Buildings in Texas"  
DALLAS, TEXAS

FOR ANY OCCASION

CALL

**YELLOW CAB COMPANY**

X-1414





"The sweetest harmony is the sound of the voice of one we love."  
—La Bruyere

## The Joy of Hearing a Voice

When you are traveling, evening brings lonesome hours. You would be glad if it were possible to pack your grip and find yourself instantly at home. You imagine the joyful cry, "It's Daddy!" responding to your call.

You cannot make this quick visit, but at the nearest telephone "Long Distance" will send *your voice*—you—over rivers, mountains and deserts to your loved ones. It will *bring them* to you.

When you hear the voice, you feel the presence. The voice is the person. *Your voice is you.*

Ask the Long Distance operator about Station to Station calls and particularly the low rates prevailing after 8:30 p. m.

**SOUTHWESTERN BELL TELEPHONE CO.**

*Your Voice is You—Visit Them by Telephone*



## Child Guidance Clinic Comes to Dallas

**D**R. JAMES J. TERRILL, chairman of the Advisory Committee of the DALLAS CHILD GUIDANCE CLINIC announces that the Commonwealth Fund has awarded the southwestern demonstration clinic to Dallas.

The clinic itself is made possible through the fact that the Commonwealth Fund has set aside a portion of its fund to finance an exhaustive study throughout the United States of the causes of delinquency and the ultimate creation of permanent and ably directed Child Guidance Clinics in as many as eight cities in the United States on a five year program. The various clinics are established and directed by the National Committee for Mental Hygiene, Dr. V. V. Anderson of the National Organization being in personal charge.

While carrying on the demonstration clinic in St. Louis, Dr. Anderson on request from Dallas sent his chief assistant, Miss Mildred Scoville, to Dallas for a survey of the local situation as to health and agencies, social organization and the general adequacy of facilities and public spirit. Miss Scoville's report was so favorable that Dr. Anderson, himself, came to Dallas the latter part of December. He made a study of local conditions and met with the Advisory Committee called in conference by Judge Arch C. Allen of the Juvenile Court. He was wholly convinced that Dallas was the logical selection to make in the Southwest and his requirement that the clinic should be a permanent and important fixture in Dallas as a center for the entire territory was met by an agreement by the Welfare Council to admit the Clinic as a member agency to be supported by the annual campaign and by the Advisory Committee which agreed to underwrite the amount necessary until the 1923-24 budget would begin.

### Bayler College to Assist

**B**AYLOR Medical College through its officials generously grant the use of special rooms at the college during the period of the Demonstration Clinic which will be carried on for six months.

The Dallas Advisory Committee which directs the local details of the establishment of the clinic are: Arch C. Allen, Mrs. W. P. Zumwalt, Mrs. Kirk Hall, Dr. John S. Turner, Dr. Claude Uhler, Dr. E. H. Cary, Dr. W. H. Moursund, T. P. Junkin, George B. Dealey, Professor Comer Woodward, Hon. Sawnie Aldredge, Frank M. Smith, Dr. Guy F. Witt, Dr. J. F. Kimball, Dean E. D. Jennings, J. K. Hexter, Dr. James J. Terrill, Chairman and Elmer Scott, Secretary.

According to Dr. Anderson's letter to Dr. Terrill, the staff of the clinic will be prepared to begin activities this month. This staff will include an able and experienced group—a psychologist, a psychiatrist, clinic director, psychiatric social worker, etc.

The clinic will work in close cooperation with the Juvenile Court and all agencies of Dallas concerned in the problem child. During the period of the six months demonstration it is not the intention to do a little for very many but to serve most efficiently a limited number who are the greatest problems of the community. During this period, the clinics will be an educational center for Dallas Social workers for such as may be trained for the permanent clinic.

### The Telephone Directory Is Largest in South

The new Dallas telephone directory now being distributed is the largest telephone directory that has been published in the entire South, according to the Dallas Telephone Company. The new directory will contain listings of 44,363 telephone stations or an increase of 4,268 stations over the directory published the same time last year.

The growth in number of telephones of Dallas has been unparalleled in the history of any Southern city.

It is thought that the growth as shown by the telephone directory probably bears out the estimate of an increase of 30,000 in the population of the city by the last two city directories which indicate an average population gain of 15,000 for the years 1921 and 1922.

The gain of 4,268 telephones as shown by the new directory for the past year is equal to the total number of telephones in several other American cities with populations of 40,000 to 50,000. There are several foreign cities with the same population as Dallas which have a fewer total number of telephones than the increase shown by Dallas for one year. For instance, Bolton, England; Lille, France; Ghent, Belgium—all of which have more than a quarter of a million population, and each having fewer than 4,000 telephones.

### Dallas Weather Summary in 1922

ACCORDING to the report of Dr. J. L. Cline, meteorologist for the U. S. Weather Bureau at Dallas, the mean annual temperature for the year was 66.5 degrees, being slightly above normal. The absolute maximum was 102 on Aug. 2 and the absolute minimum was 18 degrees on March 2. The length of the growing season last year, or number of days between killing frost, was 280 days. This is one of the great advantages Texas enjoys. In case for any reason a crop should fail, there is ample time for a "catch crop" to produce. There were 135 clear days, 126 partly cloudy and 104 cloudy days during the year. The rainfall was 38.16 inches, or slightly above the nine year average. One inch of snow fell.

# PAINT



## Factory Direct to You

"DEPENDABLE QUALITY PAINTS FOR EVERY PURPOSE—A CAN OR A CARLOAD"

Manufactured in our own Factory, equipped with highest type mills, under careful, expert supervision. Our Paints meet the most exacting industrial and railroad tests. THEY STAND UP. Your inquiries and orders will receive prompt and courteous attention.



## AMERICAN PAINT & SUPPLY CO.

Manufacturers of Paints

Factory and Office—DALLAS, TEXAS

C. H. SEABROOK, Vice-President



New Business enterprises that expect to grow, as well as old institutions that want to keep growing, find the services of this organization highly valuable in the planning and execution of sales and advertising campaigns.

*Merchandising Service, Sales Ideas, Copy Writing, Illustrating, Printing, and Mailing, all under one roof.*

### Johnston Printing & Advertising Co.

*"Everything in Advertising Literature and Printing from the Idea to the Finished Product."*

1808-10-12 JACKSON STREET  
DALLAS

## Copy That Isn't Worth 25 Cents

is often put in advertising space worth thousands of dollars.

Then the manufacturer curses the paper and swears that advertising is a waste of money.

The men who write the copy for our clients have handled some of the most successful advertising campaigns that have ever been produced in the Southwest.

Ask any of our clients.

## MID-CONTINENT Advertising Agency

Incorporated

Mercantile Bank Bldg.  
Telephone Y-3443

## The James P. Simpson Co.

controlling the exclusive advertising franchise on the screens of fifteen moving picture theatres in Dallas and in various theatres in Fort Worth, Waco, Austin and other Texas cities, was sold on July 1st, 1922, to Wm. T. Pickering and associates.

On January 1st, 1923, the name of the company was changed to

## Pickering Theatre Advertising Co.

1119 Mercantile Bank Bldg.  
Telephone X-1818



## Keeping up with busy Dallas

Mercantile Bank Building is the new name of the Dallas County Bank Building, the change resulting from the name, Mercantile Bank & Trust Company, being adopted by the Dallas County State Bank.

◆◆

Breg, Garrett & Co. of Dallas have purchased \$200,000 of good road bonds issued at Hearne.

◆◆

The Collins-Decker Company has succeeded the Riddle Music Company at 1205 Elm Street. J. S. Frank has been appointed Dallas manager for the Company, which operates a chain of music stores over the Southwest.

◆◆

Robert C. Lowry of Dallas has been promoted from Major to Lieutenant-Colonel in the Military Intelligence Officers' Reserve Corps of the Army.

◆◆

Frank E. Moran, president of the Salesmanship Club, was recently elected president of the Presidents' Club, succeeding W. C. Everett. D. L. Whittle, president of the Music Industries Association, was elected vice president and F. L. Hockensmith, president of the Lions' Club, was elected secretary.

◆◆

S. A. Fishburn has been made president for the fifth consecutive time of the Dallas National Farm Loan Association.

◆◆

D. L. Whittle succeeded Will A. Watkin as president of the Dallas Music Industries Association at the annual meeting last month, and Lester E. Gunst was elected vice president and Jules K. Corder, secretary-treasurer.

◆◆

The Guaranty Securities Corporation has elected W. B. Head as president, succeeding R. B. Stitcher, who resigned on account of other business.

◆◆

Charles A. Mangold, manager of the Jefferson Hotel, has received notice of his appointment as chairman of the Northeast Texas district of the American Hotel Association's \$2,000,000 educational fund campaign. The quota for Texas is \$50,000. It is proposed to train men with as good as a high school education in the hotel business.

AMERICAN MACHINE & NOVELTY CO.  
Designers and Manufacturers of  
Machinery, Dies, Tools, Jigs, Fixtures  
Metal Stamping

Repairing, Welding, Model and  
Experimental Work  
2308-10-12 Live Oak St. Dallas, Texas

Rucker & Jones, realtors, have opened a branch in Oak Cliff in the Huber Building, with H. E. Ratliff in charge. The concern has also announced that in the future it will handle residential property on the exclusive listing basis only.

◆◆

Colonel S. E. Moss has been re-elected president of the Texas Drug Company, with other officers named as follows: Mike H. Thomas and E. J. Fry, vice presidents, and T. D. Culbreath, secretary-treasurer.

◆◆

Menett-Seastrunk & Buckner, electrical contractors, have moved to larger quarters at 2032 Commerce Street.

◆◆

George Waverly Briggs has been elected president of the organization perfected at Austin last month for the improvement of conditions in Texas prisons.

◆◆

Hyman Pearlstone, who has been vice president and general manager of the Boren-Stewart Company, wholesale grocers, has been elected president of the concern, succeeding R. W. Higginbotham, who becomes chairman of the board.

◆◆

E. C. Blesi has been chosen head of the Dallas Automobile Club succeeding George R. Angell, who has served two terms as president. M. N. Crestman was elected 1st v. p., W. C. Marshall, 2nd v. p., J. A. Fisher, 3rd v. p., and Ewing Mosely, secy-treas.

◆◆

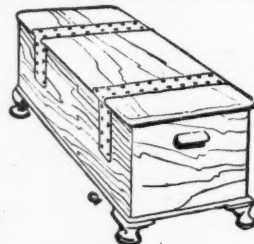
The Dallas Country Club has voted a bond issue of \$75,000 for improvements in building and grounds.

◆◆

Judge M. L. Morriss has been re-elected president of Cedar Crest Country Club, with Don Safford, first, and H. B. Webster, second vice presidents.

◆◆

H. B. Tuer has been elected president of the Templar Club, succeeding H. B. Robertson.



Manufacturers of  
CEDAR CHESTS

Selling direct to the consumer—you save the middleman's profit.

Aromatic Red Cedar Chest Mfg. Co.  
2009 Main St.



D. A. Baker has been appointed manager of the Dallas office of the McQuay-Norris Manufacturing Company of St. Louis, succeeding C. B. Williams, who will be manager of the new branch opened at Oklahoma City.

◆◆

All officers of the North Texas Wholesale Grocers' Association were re-elected at the recent annual meeting of the body here. They are as follows: E. M. Schenecker, Fort Worth president, C. G. Quillian, Dallas, secy., and J. G. Webster, Dallas, treas.

◆◆

The Dallas Cedar Chest Manufacturing Company has moved from 2704 South Ervay street to more commodious quarters at 2305 Lenway avenue.

◆◆

J. B. Heinen of Dallas has been elected president of the Master Cleaners' and Dyers' Association of Texas.

## DALLAS SCHOOL OF COMMERCE

Southern Methodist University

Announces the second term beginning January 1, 1923.

These new courses will be offered evenings at the Chamber of Commerce:

Casualty Insurance  
Advertising Design  
Retail Merchandising  
Personnel Management  
Real Estate Practice

The following courses will be continued from the first term:

Accounting  
Life Insurance  
Business Law  
Salesmanship  
Economics

◆◆◆◆◆

For information, address the Secretary.

DALLAS SCHOOL OF COMMERCE  
Southern Methodist University

Efficient Office Help Furnished Promptly

EMPLOYERS SERVICE BUREAU  
716 MERCANTILE BANK BLDG.  
PHONE X 7526

"An Intelligent and Careful Service"



MEET  
SAM MIMMS, JR.  
Better Letter Service  
Dallas Mailing Company  
X-6048

# The Tie That Binds



Bind your trade to you with good, strong, friendly letters and you need fear no disruption caused by a change in your sales force.

We can personalize your letters, making each one as individual as though it were typewritten, and can handle them with speed.



## Commercial Printing & Letter Service Co., Inc.

W. Marion Newman      Thos. R. Newman  
J. R. [Bob] Sims Jr.

First Floor, North Texas Building  
911 Main Street, Dallas

X-3393

Y-4177

# \$2,223,296.46

IN

## Cash Dividends

Have been returned to Policy-holders of the Texas Employers' Insurance Association since its organization.

While making this great saving in workmen's compensation insurance cost, these subscribers were enjoying **ABSOLUTE Security and REAL Service.**

If you would share in this Security, Service and Savings, get in touch with us at any of our offices in the following cities:

Dallas  
San Antonio  
Breckenridge  
Houston  
Mexico  
Fort Worth  
Wichita Falls  
El Paso

**Texas Employers' Insurance Ass'n**

Home Office: 4th floor  
Interurban Bldg.  
Dallas, Texas



## Keeping up with busy Dallas

After March 1, the firm of Drs. Walcott, Grigsby, Webb & Lott will be known as the Southwestern Clinic and will occupy the entire sixteenth floor of the Medical Arts Building, and represent 22 persons, including physicians, nurses and attendants.

M. S. Levy of Sanger Bros., Dallas, has been elected secretary and treasurer of the national Jobbers' Association of Knit Goods Buyers.

F. M. Lege, Jr. and associates of Dallas have announced that \$2,000,000 will be expended in the Lege tank farm in the southern Ouachita County field near Smackover, Ark.

The United States Rubber Company has recently moved its Texas headquarters into larger space at 700-02 Elm street. This building, which is four stories, was leased the first of the year. Headquarters were located here five years ago. Walter E. Belcher is manager.

Former Mayor Frank W. Wozencraft has been elected president of the Dallas Council of Boy Scouts, succeeding Walter Kingsbury. Jack Berry is acting regional scout executive. E. Gordon Perry is the new vice president and chairman of the financial committee; Charles Seidenglanz is vice president; Dan D. Rogers is treasurer; Dr. William M. Anderson Jr. is chairman of the court of honor; T. A. Hord, commissioner, Rabbi David Lefkowitz, chairman committee on civic service, George R. Angell, chairman leadership and training, Edgar Hurst, chairman publicity committee.

Gross R. and Stuart B. Scruggs have purchased a substantial interest in the Packard North Texas Motor Company and the capital stock of the company will be increased from \$100,000 to \$150,000. The concern distributes Packard cars and trucks over North Texas.

After serving seven years as assistant general manager of the Fulton Bag & Cotton Mills in Dallas, Arthur F. Aschner will leave next month for New Orleans to become sales manager of Fulton's largest burlap bag plant located there.

James H. Webb has resigned as vice president and treasurer of the L. H. Lewis Company to become active vice president and manager of the Southwestern Engraving Company.

Contract for 12 miles of sewerage to be constructed at Richmond, Va., at a cost of \$700,000, has been awarded to Smith Bros., Inc., of Dallas.

The report that Francisco (Pancho) Villa, former revolutionist but now agriculturist, may visit Dallas, the third largest distributing center in the world for agricultural implements to purchase farming equipment for his hacienda at Canutillo, Durango, Mexico.

Hickey & Montgomery, Dallas contractors, have been awarded the contract for the construction of a \$400,000 system of school buildings at Port Arthur. W. D. Ittner of St. Louis will be the architect for the buildings.

O. O. Touchstone of Thomas, Frank, Milam & Touchstone has been elected president of the Dallas Bar Association, succeeding Judge Hiram F. Liveley. C. K. Bullard was elected secretary.

A local unit of the Howard Association for aid and uplift work for former prisoners has been formed here with Thomas C. Beggs, president, and F. E. Morrissey secretary. George Achilles will be superintendent of the prison mission to be opened soon.

The D. L. Whittle Music Company has leased an additional floor in the building occupied by them. A similar step has been taken by the Haverty Furniture Company.

The annual report of the directors of the Dallas Young Men's Christian Association showed a membership of 2,181. It was developed that at the present rate of growth larger quarters will be necessary within a short time. Myron Everts was named to fill a vacancy on the board. President E. R. Brown appointed A. M. Eastland chairman of the membership committee.

McCRIGHT CRANE CO.

Builders

304 SCOLLARD BLDG.

X-3533

### BONDED TRANSFER CO.

All Kinds of Hauling  
Taxicabs and Touring Car Service  
We Will Board Your Horses or Mules  
At Economical Prices  
PHONE X OR Y 1707

"Dallas by Night," the night photograph of Dallas by Victor H. Schoffelmayer, which won first prize in the print contest of the Dallas Camera Club a year ago, has been admitted to the national circuit of selected art studies by the Associated Camera Clubs of America. Together with another picture by the same author, "Vigil on the Plains," it will be exhibited in 32 cities of America as representing the work of the Dallas Camera Club.

Lawrence O. Gordon, director of publicity and campaign organizer for many large projects in the Southwest, has formed a company with offices in the Melba Theatre building, and will specialize in the promotion of meritorious industries, expositions and municipalities. Branch offices have been established in Houston and Corpus Christi.

Hugh S. Fry of Dallas has been appointed general agent of the Transmarine Corporation, a steamship company operating tri-monthly sailings from Port Newark, N. J., to Port Arthur, Texas. He will have his headquarters in the Mercantile Bank Building.

### More Strong Evidence of Increasing Prosperity

A VERY good indication of the upward trend of business, and the prosperity that Dallas is to enjoy this coming year is clearly indicated by the volume of tonnage that is being brought into this city, not only by the regular carriers themselves, but by the Freight Forwarding companies who are located in Dallas, and who handle business originating in the northern and eastern points.

During the month of January, the Universal Carloading and Distributing Company, who operate from six of the largest northern and eastern cities into Dallas, handled over a half million pounds of merchandise in their Consolidated Cars for Dallas consumption, and distribution from Dallas.

The last week of January struck a decidedly optimistic keynote, as figures from this company show that they handled nearly 130,000 pounds of merchandise from Chicago alone, the greater bulk of this freight being merchandise not manufactured in Dallas.



**EYE HELP**  
HEITMAN OPTICAL CO.  
1602 MAIN ST. DALLAS Opticians

Meet

W. REED MAY

DALLAS MAILING CO.,

X-6048




**INCOME TAX ACCOUNTANTS**  
**BRUNDAGE & LYNCH**  
ALFRED H. BRUNDAGE JOHN T. LYNCH  
DALLAS, TEXAS PHONE X WASHINGTON, D. C.  
1204 GRT. SO. LIFE BLDG. 6877 METROPOLITAN BLDG.

## The Unmatchable Convenience of Natural Gas Service

*It*

Brings leisure and independence to the housewife.

Conserves strength and health.

Relieves the business man of worries in providing fuel at his plant.

Is the convenient fuel in the home, the store or the power plant.

THE DALLAS GAS COMPANY

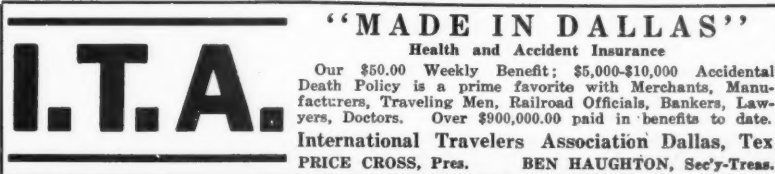
### THE A. S. WALKER COMPANY

All Federal tax reports prepared, including income and estate tax; also claims for refund of taxes paid or abatement of taxes assessed.

Consultation and advice concerning liability to Federal taxes. Personal attention to business in Washington.

Rooms 407-08 Mercantile Bank Bldg.

Telephone Y-2781 Dallas, Texas



**"MADE IN DALLAS"**  
Health and Accident Insurance  
Our \$50.00 Weekly Benefit; \$5,000-\$10,000 Accidental Death Policy is a prime favorite with Merchants, Manufacturers, Traveling Men, Railroad Officials, Bankers, Lawyers, Doctors. Over \$900,000.00 paid in benefits to date.  
International Travelers Association Dallas, Tex  
PRICE CROSS, Pres. BEN HAUGHTON, Sec'y-Treas.



## Taft Ranch Will Have Fair Exhibit

PRODUCTS and possibilities of Southwest Texas will be forcefully presented in an exhibit at the 37th annual State Fair, Oct. 13-28, by the Taft Ranch, Joseph F. Green, general manager. Secretary W. H. Stratton of the State Fair said it is entirely likely that the exhibit will be housed in its own building.

President Harry A. Olmsted of the State Fair has completed assignments to various directors for the coming exposition. The new executive committee is composed of E. L. Flippen, chairman; J. C. Duke, William Doran, T. W. Griffiths, A. A. Jackson, E. J. Kiest and Louis Lipsitz. Other committees are as follows:

Committee on Appeals—J. J. Eckford, chairman; R. K. Gaston, L. M. Kahn, S. T. Morgan, Alex Sanger and T. W. Griffiths.

Entertainment—L. R. Munger, chairman; J. B. Adoue, Jr., Royal A. Ferris, E. L. Flippen, R. E. L. Knight and W. I. Yopp.

Three directors, L. R. Munger, J. B. Adoue Jr., and T. W. Griffiths, were named on the athletic committee. Other directors assigned to various departments are as follows:

Agriculture, J. J. Eckford; arts and textiles, Alex Sanger; attractions, A. A. Jackson; automobiles, L. R. Munger; cattle, E. L. Flippen; industrial arts, Louis Lipsitz; educational encampment, E. J. Kiest; foreign exhibits, R. E. L. Knight; gates and tickets, William Doran; horses, jacks and mules, R. K. Gaston; horticulture, Royal A. Ferris; implements and machinery, J. C. Duke; manufactures, M. N. Baker; poultry, S. T. Morgan; press, T. W. Griffiths; rentals and concessions, E. M. Kahn; swine, sheep and goats, W. I. Yopp.

## Splendid Rains Fall Over Texas

General rains that fell over Texas the latter half of January have been worth millions to the State. In Dallas the precipitation over three days was 2.75 inches, and some points reported even more. While all the State needed the rain, it was particularly timely and valuable in the small grain belts of North and West Texas, as wheat was suffering in some sections. Agricultural authorities say that never before have the farmers of North Texas had their land in such excellent condition, and now with heavy rains the crop outlook for 1923 is exceedingly bright.

## Mexico Buys Mares in Dallas County

Through its Consul at Dallas, Alejandro Lubbert, the Mexican Government has purchased 100 head of brood mares. These were secured through the Dallas County Purebred Livestock Association, Dr. A. E. Flowers, president, with Coston & Chambers handling the purchasing. The majority of the animals came from Dallas County.

## Materials Clem Lumber Co. Building Y6348

LLOYD R. WHITSON, E. M.

and

F. C. DALE, A. R. I. B. A.

ARCHITECTS

Address inquiries concerning new Santa Fe Office Building and Warehouses to us at address below.

1007 Sw. Life Bldg. Tel. X-3727

AUSTIN BROS.

Structural Steel

DALLAS, TEXAS

PICKENS BURTON

Sells Fords for Less

New or Used

Cash or Terms

1415 Patterson Ave. X-1791

## ENGRAVINGS

ART WORK, ETCHINGS, HALF TONES, BEN DAY CUTS, COLOR ENGRAVINGS, PROCESS COLOR PLATES, ELECTROTYPES, STEREOTYPES, MATS, ETC.

HARPER ENGRAVING CO.

1001 MARILLA ST. DALLAS PHONE Y-5385

Office Phone  
Y-5561

Res. Phone  
H-4613

HENRY NUSS

BOOK BINDER

and

PAPER RULER

Loose Leaf and Binders

1517½ Main, 3rd floor, Dallas

## Hardly

From Writer's Monthly: Newsboy (on railroad car, to gentleman occupant)—Buy Edgar Guest's latest work, sir?

Gentlemen—No! I'm Edgar Guest himself.

Newsboy—Well, buy "Man in Lower Ten." You ain't Mary Roberts Rinehart, are you?

## Activities of Month in Our Agricultural Dept.

TEN terracing demonstrations were given the past month by our Agricultural Department. Erosion must be stopped before soil improvement can be started and if the washing away of our soil fertility is not checked soon, when we do begin soil building we will have little foundation upon which to start this important work.

At a meeting of the swine breeders of the county it was decided to start a "Ton Litter Contest", a ton of pork from a litter at six months of age. Discussion developed that the main factors limiting profit in the hog business were: High pig mortality, indifferent methods of feeding the brood sow, poor management and lack of green pasturage? With ten of the best breeders in the county in this contest, it is anticipated that some worthwhile knowledge will be secured.

Cotton breeders of the county met for the purpose of more nearly standardizing our cotton and it was decided to inaugurate a series of tests in various parts of the county. It is planned to plant several varieties of cotton on the same farm under identical conditions. During the year farmers of the respective communities will be invited to attend meetings on the farms under tests and under intelligent leadership, these different varieties will be discussed. At the end of the year it is expected that farmers will be able to make an intelligent choice.

## Agricultural Club Work

FORTY-FOUR agricultural club boys attended a short course held at the Grubbs Vocational College and took part in contests, with the Dallas County Live stock team winning the first loving cup. The team consisted of Guy Pagine, Stanley Brown and James Millar.

More than 100 boys' and girls' poultry club members visited the Low-engage poultry farm during the month, where a contest between schools and districts was held, with eggs given to winners. Five School clubs, Wheatland, Addison, Decar Hill and Carrollton, held poultry and corn shows during the month.

On Jan. 27 there were 102 members of boys' clubs entertained by the Chamber of Commerce at Dallas. An address was made by General Manager Charles Saville. The Producers' Milk Company's plant was visited, and details were explained by Manager R. L. Pou. Then the boys enjoyed a swim at the Y. M. C. A.

There are now 25 boys' clubs, with a larger membership than last year. The boys' are now giving particular attention to livestock, poultry and grain judging.

## Highland Park Bond Issue Carries

\$250,000 bond issue recently carried by an overwhelming majority in Highland Park. One-half of this amount will be used for paving. Improvement of Highland Park's water supply will absorb most of the remainder of the bond issue.

# BUSINESS SYSTEMS CLUB of DALLAS

*fosters better general service to all office appliance & specialty users.*

Modern Office Appliances help to make big business. They enable the business man to know facts with mechanical accuracy. They give protection, efficiency and keep him abreast of the times.

**H. L. KUYKENDALL, Pres.**  
*Cash Registers*  
National Cash Register Co.

**W. T. MARTIN, Vice Pres.**  
*Loose Leaf Binders*  
Kalamazoo Loose Leaf Binder Co.

**E. M. STEWART, Vice Pres.**  
*Stewart Office Supply Co.*  
Office Furniture & Filing Equipment

**J. C. LATHAM, Sec.-Treas.**  
*Office Printing Machines*  
Multicolor Press  
Belknap Addressing Systems

**C. M. T. LESLIE**  
*Check Writers*  
Todd Protectograph Co.

**FRED MANGET**  
*Adding Machines*  
Burroughs Adding Machine Co.

**R. H. AUSTIN**  
*Time Clocks*  
International Time Recording Co.

**K. H. McDANIEL**  
*Dictating Machines*  
The Ediphone

**E. C. KUSTERER**  
*Autographic Registers*  
Uarco Business Systems

**J. F. SNOWDEN**  
*Duplicating Machines*  
Edison-Dick Mimeographs  
Elliot Address Press.

**L. C. McDANIEL**  
*Carbon Paper and Ribbons*  
KeeLox Manufacturing Co.

**F. L. PERRON**  
*Visible Index*  
Rand Visible Record Systems

**CHAS. L. RUHL**  
*Typewriters*  
Remington Typewriter Co.

501 Magnolia Building

X-1014

Dallas, Texas

# Hupmobile

Our will, and our intent, is to  
give our buyers all they pay for;  
and in addition, more than the  
same figure will buy elsewhere.

## BURTON - CABEEN & CO.

812 Commerce

## M. M. MAYFIELD

### LUMBER

ELM STREET AND T. & P. RY.

PHONES: H-2171, H-2172, H-2173

# DALLAS

## *Financial Center of the Southwest*

¶ Dallas, one of the twelve leading business centers of the Nation, chosen by the Government as sites for Federal Reserve Banks, is unquestionably the logical location for any concern seeking Southwestern headquarters.

¶ Statistics from the Secretary of State's office show that Dallas is the headquarters for as many Northern concerns as the three other largest cities of Texas combined.

¶ The financial center of a territory means the business center, the manufacturing and distributing center. Northern concerns choose Dallas because it is the business capital of Texas, the greatest producer of raw materials in the Nation and with three-fourths of its tillable lands still untouched by the plow. Dallas is the leading distributing center for the Southwest, which has produced \$5,000,000,000 worth of new wealth in a single year or \$500 worth for each man, woman and child in the territory. Dallas is also the logical gateway to the rapidly developing Mexican market.

¶ Dallas ranked 23rd in bank clearings in 1922 in the Nation, according to Bradstreet's, although the 1920 Federal census showed it ranking only 42nd in population. Bank clearings are regarded as one of the surest indices of a city's commercial strength and activity.

¶ Dallas Clearing House banks co-operate closely with the Dallas Chamber of Commerce in aiding new concerns to become satisfactorily located in Dallas, and in all other efforts looking to the upbuilding of the city.

*Friendly, Liberal, Progressive, Safe Banking  
Connections are offered by members of the*

## Dallas Clearing House Association

*Comprising—*

AMERICAN EXCHANGE NAT'L BANK  
CITY NATIONAL BANK  
NATIONAL BANK OF COMMERCE

DALLAS TRUST & SAVINGS BANK  
SOUTHWEST NATIONAL BANK  
CENTRAL STATE BANK  
DALLAS NATIONAL BANK



